DOCUMENT RESUME

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IDENTIFIERS	*Educational Resources Information Center; ERIC

ABSTRACT

This compilation of ERIC abstracts dealing with communication is the fifth in a series that identifies research and instructional materials in selected occupational clusters. Sixty-nine documents were identified by means of computer searches of "Research in Education" from 1967 to December 1972. Instructions on how to use ERIC reference products are included. Intended for use in career education curriculum development, these abstracts include lists of descriptors, identifiers, and other pertinent information about documents in the occupational cluster dealing with communication. This document is related to 14 other cluster groupings, available as VT 018 790-VT 018 793, and VT 018 898-VT 018 907 in this issue. (AG)

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Cluster Series 5

COMMUNICATION

Occupational Cluster Series

Abstracts of Instructional and
Research Materials

Compiled by

David H. Miller
Allen B. Moore

1973

The Center for Vocational and Technical Education
The Ohio State University
1960 Kenny Road
Columbus, Ohio 43210

VT 108917

MISSION OF THE CENTER

The Center for Vocational and Technical Education is an independent unit on The Ohio State University campus. It serves a catalytic role in establishing consortia to focus on relevant problems in vocational and technical education. The Center is comprehensive in its commitment and responsibility, multidisciplinary in its approach and interinstitutional in its program.

The Center's mission is to strengthen the capacity of state educational systems to provide effective occupational education programs consistent with the individual needs and manpower requirements by:

- Conducting research and development to fill voids in existing knowledge and to develop methods for applying knowledge.
- Programmatic focus on state leadership development, vocational teacher education, curriculum, vocational choice and adjustment.
- Stimulating and strengthening the capacity of other agencies and institutions to create durable solutions to significant problems.
- Providing a national information storage, retrieval and dissemination system for vocational and technical education through the affiliated ERIC Clearinghouse.

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PREFACE

Finding and using relevant information frequently is a major task for curriculum specialists, teachers, administrators and students. The Center for Vocational and Technical Education is dedicated to making useful and vital information accessible so that it may be used to improve school practices.

The Center has assembled, under one cover, research materials and instructional materials related to the Communication occupational cluster. The materials included in this compilation, in the form of abstracts, are selections from Research in Education (RIE), from 1967 to June, 1972.

Other compilations of abstracts in the occupational cluster series, of which this is a part, include the areas of arts and humanities, construction, government, transportation, manufacturing, trade, finance, education, health, welfare, recreation and entertainment, product services, personal services, and natural resources.

We are indebted to Allen B. Moore, project director, Supportive Information for the Comprehensive Career Education Model, and David H. Miller, Information Specialist who coordinated the compilation of this publication.

We hope that this publication will prove valuable to you in your particular endeavor.

Robert E. Taylor
Director
The Center for Vocational
and Technical Education

Communication Cluster

INTRODUCTION

This compilation of ERIC abstracts is the fifth in a series of publications which identify research and instructional materials dealing with selected occupational clusters. The 15 cluster areas included in the series have been identified by educational specialists as a means of suggesting a structure for career education curriculum development.

Other compilations of ERIC abstracts are available for the following cluster areas:

- Natural Resources--available as VT 018 791
- Arts and Humanities--available as VT 018 792
- Construction (Construction Process) available as VT 018 792
- Government (Administrative Body) available as VT 018 793
- Transportation --available as VT 018 907
- Trade (Marketing) available as VT 018 898
- Finance (Banking) available as VT 018 899
- Education--available as VT 018 900
- Health --available as VT 018 901
- Welfare --available as VT 018 902
- Personal (Human) Services --available as VT 018 903
- Product Services --available as VT 018 904
- Recreation and Entertainment --available as VT 018 905
- Manufacturing --available as VT 018 906

Communication Cluster

INDEX/RETRIEVAL TERMS

This compilation of abstracts represents selected documents identified from a search strategy which included the following ERIC terms:

Publishing Industry
Radio Industry
Telecommunications
Broadcast Industry
Television Industry
Mass Media Instruction
Telephone Industry
Radar

Each ERIC document indexed by certain combinations of these terms resulted in a computer "hit". Each time a "hit" was registered, an abstract along with its complete bibliographic citation was printed. Each abstract included in the initial computer printout was screened for relevance by information specialists at The Center prior to the development of this compilation. For a detailed explanation of computer searching see VT 018 425, ERIC Instructional Package for Vocational Educators.

How to Use ERIC Reference Products

Each ERIC reference publication includes:

1. Document Resume Section containing abstracts and bibliographic information

2. Subject and Author Index Section

Each resume presents information about a document's content, its source and availability. Sample resumes on the following pages are explained in detail.

The indexes help to locate the abstracts by page numbers and accession numbers. These indexes are: Subject Index, Author Index and Conversion of Document Number Index. Index terms used in the subject index are ERIC descriptors. Each document has been assigned several of these descriptors; therefore, each document title appears in the subject index several times.

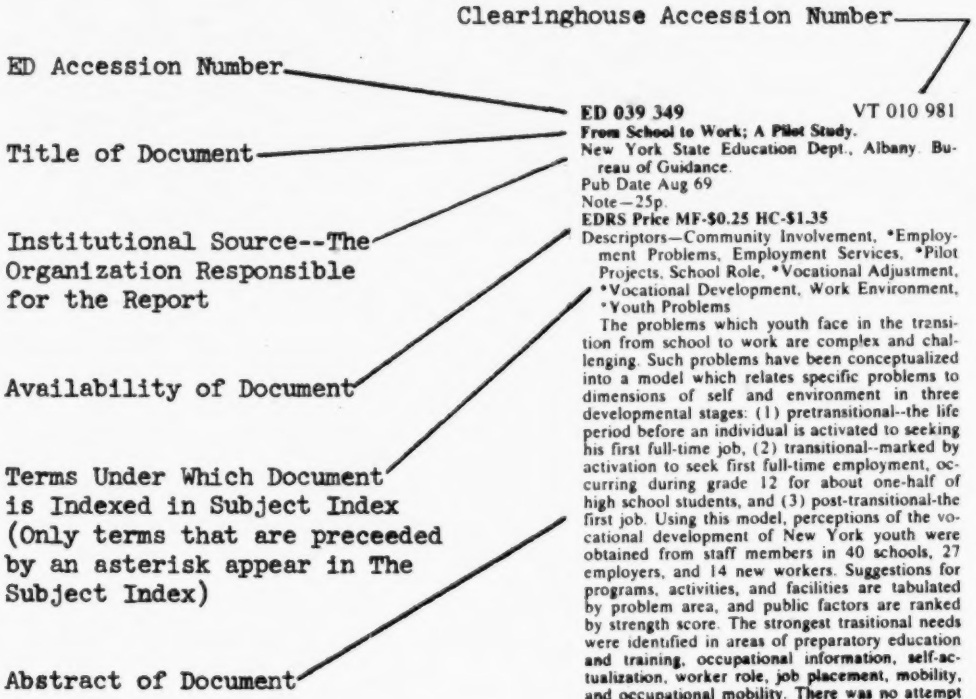
The full texts of documents are available from the original sources or from the ERIC Document Reproduction Service (EDRS) as microfiche or xerox reproductions.

Format of

Research in Education (RIE)

Document Resume

ED 039 349


Clearinghouse Accession Number
ED Accession Number
Title of Document
Institutional Source--The Organization Responsible for the Report
Availability of Document
Terms Under Which Document is Indexed in Subject Index (Only terms that are preceeded by an asterisk appear in The Subject Index)
Abstract of Document
ED 039 349
VT 010 981
From School to Work; A Pilot Study.
New York State Education Dept., Albany. Bureau of Guidance.
Pub Date Aug 69
Note—25p.
EDRS Price MF-$0.25 HC-$1.35
Descriptors—Community Involvement, *Employment Problems, Employment Services, *Pilot Projects, School Role, *Vocational Adjustment, *Vocational Development, Work Environment, *Youth Problems
The problems which youth face in the transition from school to work are complex and challenging. Such problems have been conceptualized into a model which relates specific problems to dimensions of self and environment in three developmental stages: (1) pretransitional--the life period before an individual is activated to seeking his first full-time job, (2) transitional--marked by activation to seek first full-time employment, occurring during grade 12 for about one-half of high school students, and (3) post-transitional-the first job. Using this model, perceptions of the vocational development of New York youth were obtained from staff members in 40 schools, 27 employers, and 14 new workers. Suggestions for programs, activities, and facilities are tabulated by problem area, and public factors are ranked by strength score. The strongest trasitional needs were identified in areas of preparatory education and training, occupational information, self-actualization, worker role, job placement, mobility, and occupational mobility. There was no attempt to investigate causative factors; however, some causal inferences are drawn. Recommendations are included. (CH)

Document Ordering Instructions

All documents cited in this compilation of abstracts are available in their full text. Availability is by one of the options listed below:

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   ERIC Document Reproduction Service (EDRS)
   P. O. Drawer O
   Bethesda, Maryland 20014

   Orders must specify ED number.

COMMUNICATION

Occupational Cluster Series

Abstracts of Instructional and
Research Materials

ACCESSION NUMBER: ED060113

CLEARINGHOUSE ACCESSION NUMBER: TM001271

PUBLICATION DATE: JUN 70

TITLE: CENTRAL-OFFICE REPAIRMAN (TEL. AND TEL.) 822.281 -- TECHNICAL REPORT ON DEVELOPMENT OF USTES APTITUDE TEST BATTERY.

DESCRIPTOR: *APTITUDE TESTS; *CUTTING SCORES; ELECTRONIC TECHNICIANS; EQUIPMENT MAINTENANCE; EVALUATION CRITERIA; JOB APPLICANTS; *JOB SKILLS; MACHINE REPAIRMEN; NORMS; OCCUPATIONAL GUIDANCE; *PERSONNEL EVALUATION; *TELEPHONE COMMUNICATIONS INDUSTRY; TEST RELIABILITY; TEST VALIDITY

IDENTIFIER: CENTRAL OFFICE REPAIRMAN; GATB; *GENERAL APTITUDE TEST BATTERY

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 13P.

ISSUE: RIEJUN72

ABSTRACT: THE UNITED STATES TRAINING AND EMPLOYMENT SERVICE GENERAL APTITUDE TEST BATTERY (GATB), FIRST PUBLISHED IN 1947, HAS BEEN INCLUDED IN A CONTINUING PROGRAM OF RESEARCH TO VALIDATE THE TESTS AGAINST SUCCESS IN MANY DIFFERENT OCCUPATIONS. THE GATB CONSISTS OF 12 TESTS WHICH MEASURE NINE APTITUDES: GENERAL LEARNING ABILITY; VERBAL APTITUDE; NUMERICAL APTITUDE; SPATIAL APTITUDE; FORM PERCEPTION; CLERICAL PERCEPTION; MOTOR COORDINATION; FINGER DEXTERITY; AND MANUAL DEXTERITY. THE APTITUDE SCORES ARE STANDARD SCORES WITH 100 AS THE AVERAGE FOR THE GENERAL WORKING POPULATION, AND A STANDARD DEVIATION OF 20. OCCUPATIONAL NORMS ARE ESTABLISHED IN TERMS OF MINIMUM QUALIFYING SCORES FOR EACH OF THE SIGNIFICANT APTITUDE MEASURES WHICH, WHEN COMBINED, PREDICT JOB PERFORMANCE. CUTTING SCORES ARE SET ONLY FOR THOSE APTITUDES WHICH AID IN PREDICTING THE PERFORMANCE OF THE JOB DUTIES OF THE EXPERIMENTAL SAMPLE. THE GATB NORMS DESCRIBED ARE APPROPRIATE ONLY FOR JOBS WITH CONTENT SIMILAR TO THAT SHOWN IN THE JOB DESCRIPTION PRESENTED IN THIS REPORT. A DESCRIPTION OF THE VALIDATION SAMPLE AND A PERSONNEL EVALUATION FORM ARE ALSO INCLUDED. (AG)

REPORT NUMBER: TR-S-74R

INSTITUTION NAME: MANPOWER ADMINISTRATION (DOL), WASHINGTON, D.C. U.S. TRAINING AND EMPLOYMENT SERVICE.

ACCESSION NUMBER: ED060090

CLEARINGHOUSE ACCESSION NUMBER: TM001248

PUBLICATION DATE: JUN 70

TITLE: COMPOSITOR (PRINT. AND PUB.) I 973.381 -- TECHNICAL REPORT ON DEVELOPMENT OF USTES APTITUDE TEST BATTERY.

DESCRIPTOR: *APTITUDE TESTS; *CUTTING SCORES; EVALUATION CRITERIA; JOB APPLICANTS; *JOB SKILLS; NORMS; OCCUPATIONAL GUIDANCE; *PERSONNEL EVALUATION; *PRINTING; PUBLISHING INDUSTRY; TEST RELIABILITY; TEST VALIDITY

IDENTIFIER: < COMPOSITOR PRINTING AND PUBLISHING; GATB; *GENERAL APTITUDE TEST BATTERY

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 17P.

ISSUE: RIEJUN72

ABSTRACT: THE UNITED STATES TRAINING AND EMPLOYMENT SERVICE GENERAL APTITUDE TEST BATTERY (GATB), FIRST PUBLISHED IN 1947, HAS BEEN INCLUDED IN A CONTINUING PROGRAM OF RESEARCH TO VALIDATE THE TESTS AGAINST SUCCESS IN MANY DIFFERENT OCCUPATIONS. THE GATB CONSISTS OF 12 TESTS WHICH MEASURE NINE APTITUDES: GENERAL LEARNING ABILITY; VERBAL APTITUDE; NUMERICAL APTITUDE; SPATIAL APTITUDE; FORM PERCEPTION; CLERICAL PERCEPTION; MOTOR COORDINATION; FINGER DEXTERITY; AND MANUAL DEXTERITY. THE APTITUDE SCORES ARE STANDARD SCORES WITH 100 AS THE AVERAGE FOR THE GENERAL WORKING POPULATION, AND A STANDARD DEVIATION OF 20. OCCUPATIONAL NORMS ARE ESTABLISHED IN TERMS OF MINIMUM QUALIFYING SCORES FOR EACH OF THE SIGNIFICANT APTITUDE MEASURES WHICH, WHEN COMBINED, PREDICT JOB PERFORMANCE. CUTTING SCORES ARE SET ONLY FOR THOSE APTITUDES WHICH AID IN PREDICTING THE PERFORMANCE OF THE JOB DUTIES OF THE EXPERIMENTAL SAMPLE. THE GATB NORMS DESCRIBED ARE APPROPRIATE ONLY FOR JOBS WITH CONTENT SIMILAR TO THAT SHOWN IN THE JOB DESCRIPTION PRESENTED IN THIS REPORT. A DESCRIPTION OF THE VALIDATION SAMPLE AND A PERSONNEL EVALUATION FORM ARE ALSO INCLUDED. (AG)

REPORT NUMBER: USES-TR-S-51P

INSTITUTION NAME: MANPOWER ADMINISTRATION (DOL), WASHINGTON, D.C. U.S. TRAINING AND EMPLOYMENT SERVICE.

ACCESSION NUMBER: ED060074

CLEARINGHOUSE ACCESSION NUMBER: TM001224

PUBLICATION DATE: JUN 70

TITLE: ? BINDERY WORKER (PRINT. AND PUB.) 643.885 -- TECHNICAL REPORT ON DEVELOPMENT OF USTES APTITUDE TEST BATTERY.

DESCRIPTOR: *APTITUDE TESTS; *CUTTING SCORES; EVALUATION CRITERIA; JOB APPLICANTS; *JOB SKILLS; NORMS; OCCUPATIONAL GUIDANCE; *PERSONNEL EVALUATION; PRINTING; *PUBLISHING INDUSTRY; TEST RELIABILITY; TEST VALIDITY

IDENTIFIER: BINDERY WORKER; GATB; *GENERAL APTITUDE TEST BATTERY

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 25P.

ISSUE: RIEJUN72

ABSTRACT: THE UNITED STATES TRAINING AND EMPLOYMENT SERVICE GENERAL APTITUDE TEST BATTERY (GATB), FIRST PUBLISHED IN 1947, HAS BEEN INCLUDED IN A CONTINUING PROGRAM OF RESEARCH TO VALIDATE THE TESTS AGAINST SUCCESS IN MANY DIFFERENT OCCUPATIONS. THE GATB CONSISTS OF 12 TESTS WHICH MEASURE NINE APTITUDES: GENERAL LEARNING ABILITY; VERBAL APTITUDE; NUMERICAL APTITUDE; SPATIAL APTITUDE; FORM PERCEPTION; CLERICAL PERCEPTION; MOTOR COORDINATION; FINGER DEXTERITY; AND MANUAL DEXTERITY. THE APTITUDE SCORES ARE STANDARD SCORES WITH 100 AS THE AVERAGE FOR THE GENERAL WORKING POPULATION, AND A STANDARD DEVIATION OF 20. OCCUPATIONAL NORMS ARE ESTABLISHED IN TERMS OF MINIMUM QUALIFYING SCORES FOR EACH OF THE SIGNIFICANT APTITUDE MEASURES WHICH, WHEN COMBINED, PREDICT JOB PERFORMANCE. CUTTING SCORES ARE SET ONLY FOR THOSE APTITUDES WHICH AID IN PREDICTING THE PERFORMANCE OF THE JOB DUTIES OF THE EXPERIMENTAL SAMPLE. THE GATB NORMS DESCRIBED ARE APPROPRIATE ONLY FOR JOBS WITH CONTENT SIMILAR TO THAT SHOWN IN THE JOB DESCRIPTION PRESENTED IN THIS REPORT. A DESCRIPTION OF THE VALIDATION SAMPLE AND A PERSONNEL EVALUATION FORM ARE ALSO INCLUDED. (AG)

REPORT NUMBER: TR-S-34R

INSTITUTION NAME: MANPOWER ADMINISTRATION (DOL), WASHINGTON, D.C. U.S. TRAINING AND EMPLOYMENT SERVICE.

ACCESSION NUMBER: ED059598

CLEARINGHOUSE ACCESSION NUMBER: EM009592

PUBLICATION DATE: 71

TITLE: TELEVISION'S CHILD; THE IMPACT OF TELEVISION ON TODAY'S CHILDREN; WHAT PARENTS CAN DO ABOUT IT.

PERSONAL AUTHOR: MORRIS, NORMAN S.

DESCRIPTOR: BROADCAST INDUSTRY; BUSINESS RESPONSIBILITY; *CHILDREN; COMMERCIAL TELEVISION; FEDERAL LEGISLATION; PARENT RESPONSIBILITY; PERSONAL VALUES; *PROGRAMING (BROADCAST); PUBLICIZE; *TELEVISION; TELEVISION COMMERCIALS; VIOLENCE

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 238P.

ISSUE: RIEJUN72

ABSTRACT: BASED ON AN EXTENSIVE SERIES OF INTERVIEWS WITH CLINICAL PSYCHIATRISTS AND PSYCHOLOGISTS, EDUCATORS, TELEVISION EXECUTIVES, PRODUCERS, PERFORMERS, ADVERTISERS, PARENTS, AND CHILDREN THEMSELVES, THIS BOOK EXPLORES THE EFFECT OF TELEVISION ON A CHILD'S VALUES. IT DELVES INTO THE QUESTION OF A RELATIONSHIP BETWEEN VIOLENCE ON TELEVISION AND VIOLENT BEHAVIOR IN CHILDREN AND ASSESSES THE CONTRIBUTION OF TELEVISION TO A CHILD'S STORE OF KNOWLEDGE. IN INVESTIGATING THE MECHANICS AND ECONOMICS OF THE TELEVISION INDUSTRY, IT EXAMINES IN SOME DETAIL THE REAL MOTIVES BEHIND TELEVISION ADVERTISING AIMED AT SMALL CHILDREN. THE AUTHOR FINDS FAULT WITH THE VAST MAJORITY OF CHILDREN'S PROGRAMMING AND TELLS WHAT HAS BEEN DONE AND WHAT CAN BE DONE TO IMPROVE THE FARE OFFERED TO CHILDREN. HE POINTS OUT THAT THE CONTROL OF THE HARMFUL EFFECTS OF TELEVISION VIEWING MUST BEGIN IN THE HOME. (JY)

AVAILABILITY: LITTLE, BROWN & COMPANY, 34 BEACON STREET, BOSTON, MASSACHUSETTS 02160 ($6.95)

ACCESSION NUMBER: ED058723

CLEARINGHOUSE ACCESSION NUMBER: EM009512

PUBLICATION DATE: 6 OCT 71

TITLE: TELEVISION: THE BUSINESS BEHIND THE BOX.

PERSONAL AUTHOR: BROWN, LES

DESCRIPTOR: *BROADCAST INDUSTRY; BUSINESS RESPONSIBILITY; *COMMERCIAL TELEVISION; NEWS MEDIA; PROGRAMING (BROADCAST); *TELEVISION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 374P.

ISSUE: RIEMAY72

ABSTRACT: 7 TELEVISION IS ABOVE ALL A BUSINESS: THE PRIME OBJECTIVE IS TO MAKE MONEY. WHAT IS BOUGHT AND SOLD IS NOT PROGRAMS BUT AUDIENCE. SPONSORS PAY FOR THE RIGHT TO REACH SO MANY MILLIONS OF VIEWERS AT SUCH AND SUCH A TIME. SINCE RATINGS DETERMINE THE SIZE OF THE AUDIENCE, AND THEREFORE THE COST OF ADVERTISING, THEY ARE THE PRIME AND ALMOST THE ONLY INFLUENTIAL FACTORS AT THE NETWORKS. LESSER CONSIDERATIONS ARE GOVERNMENT INFLUENCE (SINCE STATIONS ARE LICENSED BY THE GOVERNMENT) AND THE IMAGE A NETWORK WANTS TO BUILD FOR ITSELF. IN THE COURSE OF A TYPICAL YEAR, PROGRAMS ARE SCHEDULED, RATING WARS GO ON, THE GOVERNMENT IS PLACATED, NETWORK EXECUTIVES DO BATTLE, LOCAL STATIONS ARE KEPT IN LINE. THROUGHOUT ALL OF THIS, THE TELEVISION NETWORKS' MOTIVES FOR ACTION ARE USUALLY BASE AND PETTY. TWO OF THE MOST POWERFUL MEN IN THE BUSINESS RESIGNED THEIR POSITIONS AND FOUND OTHER JOBS THEY HOPE WILL BE MEANINGFUL. EVEN THOSE MEN HAD BEEN SLAVES TO THE SYSTEM; THEIR ACTIONS HAD BEEN CONTROLLED BY THEIR JOBS. (JK)

AVAILABILITY: HARCOURT BRACE JOVANOVICH, INC., 757 THIRD AVENUE, NEW YORK, N. Y. 10017 ($8.95)

ACCESSION NUMBER: ED057605

CLEARINGHOUSE ACCESSION NUMBER: EM009450

PUBLICATION DATE: SEP 71

TITLE: * THE PROBABLE STATE OF COMPUTER TECHNOLOGY BY 1980, WITH SOME IMPLICATIONS FOR EDUCATION.

PERSONAL AUTHOR: BLACKWELL, F. W.

DESCRIPTOR: *COMPUTERS; *EDUCATIONAL CHANGE; *EDUCATIONAL TECHNOLOGY; INFORMATION NETWORKS; INPUT OUTPUT DEVICES; PROGRAMING LANGUAGES; TELECOMMUNICATION; TIME SHARING

IDENTIFIER: MINICOMPUTERS

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 11P.

ISSUE: RIEAPR72

ABSTRACT: BASED UPON AN ASSESSMENT OF NEW APPLICATIONS OF COMPUTER TECHNOLOGY AND UPON REASONABLE SPECULATION ABOUT EXPERIMENTAL PROJECTS THAT SEEM TO OFFER PARTICULAR PROMISE, THIS PAPER CONSIDERS SOME OF THE MORE SIGNIFICANT DEVELOPMENTS IN COMPUTER TECHNOLOGY AND THEIR POSSIBLE EFFECTS IN EDUCATION IN 1980. A SECTION ON HARDWARE DISCUSSES SOME CURRENT POSSIBILITIES AND POTENTIAL USES FOR LARGE COMPUTERS AND MINICOMPUTERS AND EXAMINES THE NECESSITY AND FUTURE OF LOW-COST RELIABLE TERMINALS. THE FEASIBILITY OF EXTENSIBLE HIGHER-LEVEL PROGRAMING LANGUAGES, A LONGER RANGE TREND TOWARD DEVELOPING SIMPLER PROGRAMING LANGUAGES, AND SOME APPLICATIONS FOR LANGUAGES ARE DISCUSSED IN A SECTION ON SOFTWARE. THE FINAL SECTION ON SYSTEMS CONSIDERS TIME-SHARING SERVICES, ADVANCES NECESSARY IN THE COMMUNICATIONS INDUSTRY, AND COMPUTER NETWORKS. (AUTHOR/SH)

REPORT NUMBER: P-4693

ACCESSION NUMBER: ED057565

CLEARINGHOUSE ACCESSION NUMBER: EMC09403

PUBLICATION DATE: 71

TITLE: THE FASCINATING WORLD OF RADIO COMMUNICATIONS.

PERSONAL AUTHOR: GREEN, WAYNE, ED.

DESCRIPTOR: Y BROADCAST RECEPTION EQUIPMENT; *ELECTRONIC EQUIPMENT; *HOBBIES; MAGNETS; *RADIO; *RADIO TECHNOLOGY; RECREATIONAL ACTIVITIES; *SCIENCE EXPERIMENTS; TELECOMMUNICATION

IDENTIFIER: *HAM RADIO

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 176P.

ISSUE: RIEAPR72

ABSTRACT: H INTENDED MAINLY FOR THE AMATEUR RADIO OPERATOR, OR "HAM," THIS BOOK OUTLINES SOME OF THE PLEASURES TO BE HAD IN AMATEUR RADIO, INCLUDING DXING (CALLING DISTANT STATIONS) AND HELPING IN EMERGENCIES. THE STEPS IN STARTING OUT ON THIS HOBBY, INCLUDING GETTING CITIZENS' BAND (CB) GEAR, A CB LICENSE, AND A RECEIVER AND ANTENNA, ARE DESCRIBED. ALSO INCLUDED ARE A FEW BRIEF CHAPTERS ON EXPERIMENTERS WHO MADE RADIO POSSIBLE, INCLUDING VOLTA, GALVANI, AND A PREDECESSOR OF MARCONI NAMED DR. MAHLON LOOMI. EXPERIMENTS OF THEIRS WHICH CAN BE DUPLICATED ARE DESCRIBED. THERE ARE ALSO BRIEF, ELEMENTARY EXPLANATIONS OF ELECTROSTATICS AND MAGNETISM. (JK)

AVAILABILITY: TAB BOOKS, BLUE RIDGE SUMMIT, PENNSYLVANIA 17214 ($6.95)

ACCESSION NUMBER: ED055428

CLEARINGHOUSE ACCESSION NUMBER: EM009275

PUBLICATION DATE: 16 JUL 71

TITLE: AN INSTRUCTIONAL SATELLITE SYSTEM FOR THE UNITED STATES: PRELIMINARY CONSIDERATIONS.

PERSONAL AUTHOR: DUMOLIN, JAMES R.; MORGAN, ROBERT P.

DESCRIPTOR: *COMMUNICATION SATELLITES; DIAL ACCESS INFORMATION SYSTEMS; *EDUCATIONAL SPECIFICATIONS; *EDUCATIONAL TECHNOLOGY; *FEDERAL AID; INSTRUCTIONAL MATERIALS; INSTRUCTIONAL MEDIA; INSTRUCTIONAL TELEVISION; POLITICAL ISSUES; *SCHOOL DISTRICT AUTONOMY; SOCIAL FACTORS; TELECOMMUNICATION

IDENTIFIER: *AUDIO VISUAL SATELLITE INSTRUCTION; AVSIN

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 47P.

ISSUE: RIEFEB72

ABSTRACT: BASED ON EDUCATIONAL, SOCIAL, POLITICAL, AND OTHER CONSIDERATIONS, AN INSTRUCTIONAL SATELLITE SYSTEM, AVSIN (AUDIO-VISUAL SATELLITE INSTRUCTION), IS HYPOTHESIZED WHICH REPRESENTS ONE POSSIBLE ORGANIZATIONAL AND ADMINISTRATIVE ARRANGEMENT FOR DELIVERING LARGE AMOUNTS OF QUALITY SOFTWARE TO SCHOOLS AND LEARNING CENTERS. THE AVSIN SYSTEM IS CONCEIVED OF AS A COOPERATIVE PUBLIC-PRIVATE SECTOR EFFORT IN WHICH A NON-PROFIT INSTRUCTIONAL SATELLITE CORPORATION CONTROLS THE SATELLITE, BUT IN WHICH SOFTWARE IS MADE AVAILABLE TO SCHOOLS ON A COMPETITIVE BASIS. USING AVSIN AS A POINT OF DEPARTURE,OTHER ALTERNATIVE ORGANIZATIONAL SCHEMES AND THE POSSIBLE FUTURE ROLE OF EXISTING ORGANIZATIONS INVOLVED IN PUBLIC AND INSTRUCTIONAL TELEVISION ARE DISCUSSED. AN APPENDIX CONTAINS AN ASSESSMENT OF LONG-RANGE SOCIAL AND POLITICAL IMPLICATIONS WHICH A LARGE-SCALE INSTRUCTIONAL SATELLITE SYSTEM MAY HAVE FOR UNITED STATES EDUCATION. PARTICULAR ATTENTION IS GIVEN TO REQUIREMENTS FOR PROVIDING EQUALITY OF EDUCATIONAL OPPORTUNITY. (AUTHOR/JY)

REPORT NUMBER: IM-71-2

INSTITUTION NAME: WASHINGTON UNIV., ST. LOUIS, MO.

SPONSORING AGENCY NAME: DNATIONAL AERONAUTICS AND SPACE ADMINISTRATION, WASHINGTON, D.C.

ACCESSION NUMBER: ED055416

CLEARINGHOUSE ACCESSION NUMBER: EM009263

PUBLICATION DATE: 19 OCT 71

TITLE: A STATEMENT ON THE CONCEPT OF AN URBAN TELECOMMUNICATIONS CENTER.

PERSONAL AUTHOR: SMITH, ROBERT D.

DESCRIPTOR: COMMUNICATION (THOUGHT TRANSFER); COMMUNITY CHANGE; COMMUNITY CONTROL; COMMUNITY COOPERATION; COMMUNITY COORDINATION; *INFORMATION CENTERS; *INFORMATION NETWORKS; *INSTRUCTIONAL MATERIALS CENTERS; PROFESSIONAL PERSONNEL; RESOURCE CENTERS; *TELECOMMUNICATION; *URBAN AREAS

IDENTIFIER: *TELECOMMUNICATION CENTER

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: N 10P.; PAPER PRESENTED AT THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS CONVENTION (47TH ANNUAL, MIAMI BEACH, FLORIDA, OCTOBER 17-20, 1971)

ISSUE: RIEFEB72

ABSTRACT: AN URBAN TELECOMMUNICATIONS CENTER COULD OFFER MUCH TO THE CITY OF THE FUTURE. FIRST, IT WOULD BE A MEDIA FACILITIES CENTER, OFFERING MATERIALS, CLASSES, AND STUDIOS FOR THE PRODUCTION OF PROGRAMS. BECAUSE IT WOULD HAVE A PROFESSIONAL STAFF, THE CENTER WOULD ALSO BE A SOURCE OF EXPERTISE TO THE COMMUNITY. ANOTHER FUNCTION OF THE CENTER WOULD BE TO COORDINATE AND COMBINE COMMUNITY RESOURCES TO SERVE THE VARIED NEEDS OF THE COMMUNITY. LOOKING FURTHER INTO THE FUTURE, OTHER FUNCTIONS THAT THE URBAN TELECOMMUNICATIONS CENTER MIGHT BE PERFORMING 10 YEARS FROM NOW COULD BE CONTROLLING TRAFFIC PATTERNS, PROVIDING A TWO-WAY-VIDEO SYSTEM FOR INTERPERSONAL COMMUNICATION, AND SUPPLYING A MYRIAD OF OTHER PUBLIC FUNCTIONS. IF THESE CENTERS ARE TO FUNCTION AS THE COORDINATORS OF THE FUTURE ELECTRONIC CULTURE, WE WILL HAVE TO ACQUIRE NEW SKILLS AND UNDERSTANDINGS TO DEAL WITH ADVANCES IN TECHNOLOGY. IT IS HOPED THAT THE TELECOMMUNICATIONS CENTER WILL BECOME A PLACE OF ART AS WELL AS INFORMATION, SO THAT KNOWLEDGE CAN BE CONVEYED EFFICIENTLY, BUT WITH HUMANITY, GRACE, AND HUMOR AS WELL. (SH)

ACCESSION NUMBER: ED055090

CLEARINGHOUSE ACCESSION NUMBER: TE002610

PUBLICATION DATE: 71

TITLE: CREATIVE COMMUNICATIONS: TEACHING MASS MEDIA.

PERSONAL AUTHOR: WISEMAN, T. JAN; WISEMAN, MOLLY J.

DESCRIPTOR: *COURSE CONTENT; *CURRICULUM GUIDES; *ENGLISH INSTRUCTION; INSTRUCTIONAL MEDIA; *MASS MEDIA; TEACHING TECHNIQUES

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 115P.

ISSUE: RIEJAN72

ABSTRACT: THIS BOOK IS INTENDED TO SERVE AS A STARTING POINT FOR THE BEGINNING MASS MEDIA INSTRUCTOR. IT IS DIVIDED INTO FIVE PARTS: (1) "BACKGROUND ON MASS MEDIA INFLUENCE" WILL GIVE THE TEACHER GROUNDS FOR INCLUSION OF MASS MEDIA STUDY IN THE CLASSROOM; (2) "SUBJECT MATTER" GIVES CAPSULE INFORMATION ON THE SUBJECT AREA FOR THE TEACHER; (3) "SAMPLE WEEK-BY-WEEK OUTLINES" INCLUDES MATERIAL FOR SIX-WEEK, NINE-WEEK, SEMESTER AND TWO-SEMESTER UNITS, WHICH WILL GIVE THE TEACHER FLEXIBILITY IN USING THESE IN A MASS MEDIA COURSE OF VARYING LENGTHS; (4) "MEDIA LAB AND CLASSROOM AIDS" GIVES PRACTICAL INFORMATION ON SETTING UP A MEDIA LAB FOR STUDENTS TO USE BOTH AS A LEARNING RESOURCE CENTER AND A LABORATORY TO PRACTICE USING THE MEDIA; (5) THE ANNOTATED "BIBLIOGRAPHY" IS A LIST OF SUITABLE BOOKS ON THIS SUBJECT. (AUTHOR/CK)

AVAILABILITY: NATIONAL SCHOLASTIC PRESS ASSOCIATION, UNIVERSITY OF MINNESOTA, MINNEAPOLIS, MINNESOTA 55455 ($3.95)

ACCESSION NUMBER: ED054834

CLEARINGHOUSE ACCESSION NUMBER: LI003110

PUBLICATION DATE: 71

TITLE: A COMMUNITY INFORMATION NETWORK.

DESCRIPTOR: 3 COMPUTERS; DATA BASES; INFORMATION DISSEMINATION; *INFORMATION NEEDS; *INFORMATION NETWORKS; *INFORMATION SERVICES; *INFORMATION SYSTEMS; PUBLIC TELEVISION; *TELECOMMUNICATION

IDENTIFIER: *CANADA

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 55P.;(2 REFERENCES)

ISSUE: RIEJAN72

ABSTRACT: THE POSSIBILITY OF CREATING IN CANADA A NON-PROFIT COMMUNITY INFORMATION NETWORK (A SET OF LINKED DATA BANKS CONTAINING INFORMATION FOR USE BY THE GENERAL PUBLIC) SHOULD BE EXPLORED. A NETWORK TO LINK TOGETHER A SET OF DATA BANKS CONTAINING INFORMATION FOR GENERAL PUBLIC USE WOULD HAVE THE FOLLOWING MERITS: (1) BY ITS EFFECT ON HOUSEHOLD DECISION-MAKING, IT WOULD MAKE POSSIBLE A VERY GREAT IMPROVEMENT IN THE EFFICIENCY OF RESOURCE ALLOCATION. (2) A NON-PROFIT SYSTEM WOULD HELP TO COMPENSATE FOR THE DEFICIENCIES OF THE FREE MARKET IN PROVIDING ADEQUATE INFORMATION TO CONSUMERS. (3) UNLIKE ALL OTHER PROPOSALS FOR THE CREATION OF DATA BANKS, ITS SOCIAL AND ECONOMIC BENEFITS ARE MADE AVAILABLE DIRECTLY, AND WOULD NOT HAVE TO RELY UPON A PROCESS OF "TRICKLE DOWN" BEFORE THEY COULD BE REALIZED. (4) ITS BENEFITS WOULD BE WIDELY DISTRIBUTED AMONG DIFFERENT AGE GROUPS, DIFFERENT INCOME GROUPS, DIFFERENT REGIONS AND DIFFERENT CULTURES. (5) IT COULD BE BUILT UPON A NUMBER OF COMPONENT PARTS ALREADY EXISTING IN THE PUBLIC SECTOR AND IN THE VOLUNTARY NON-PROFIT FIELD. (AUTHOR)

INSTITUTION NAME: CONSUMERS' ASSOCIATION OF CANADA, OTTAWA (ONTARIO).

ACCESSION NUMBER: ED054645

CLEARINGHOUSE ACCESSION NUMBER: EM009237

PUBLICATION DATE: 71

TITLE: WHY AREN'T WE GETTING THROUGH? THE URBAN COMMUNICATION CRISIS.

PERSONAL AUTHOR: MIDURA, EDMUND M., ED.

DESCRIPTOR: BROADCAST INDUSTRY; CITY GOVERNMENT; CITY IMPROVEMENT; *CITY PROBLEMS; *COMMUNICATION PROBLEMS; COMMUNITY CHANGE; *ECONOMICALLY DISADVANTAGED; *GHETTOS; JOURNALISM; *MASS MEDIA; NEWSPAPERS; POLITICAL POWER; RADIO; TELEVISION; URBAN ENVIRONMENT; URBAN SLUMS; WRITING

IDENTIFIER: COLUMBIA; WATTS WRITERS WORKSHOP

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 191P.

ISSUE: RIEJAN72

ABSTRACT: THE TEN ARTICLES IN THIS BOOK EXAMINE THE CAUSES AND REMEDIES FOR THE APPARENT COMMUNICATION BARRIER BETWEEN THE URBAN POOR AND THE REST OF THE NATION. THE ARTICLES, WRITTEN BY JOURNALISTS, BUSINESSMEN, AND COMMUNITY LEADERS--BOTH BLACK AND WHITE, RANGE FROM A BROAD BASED DESCRIPTION OF THE COMMUNICATIONS BEHAVIORS OF THE URBAN POOR, TO ATTEMPTS TO PINPOINT THE PROBLEMS OF THE MASS MEDIA IN TRYING TO REACH THE URBAN POOR, TO SUGGESTIONS OF WAYS IN WHICH THE FEDERAL GOVERNMENT CAN FACILITATE COMMUNICATION WITHIN THE CITY. TWO EXAMPLES OF WHAT INDIVIDUALS FROM THE INNER CITY CAN DO TO HELP THEMSELVES ARE PRESENTED; BUDD SCHULBERG CHRONICLES THE RISE OF THE SUCCESSFUL WATTS WRITERS WORKSHOP AND ROYCE HANSON SUGGESTS THAT FOR "GRASS ROOTS" POLITICS TO SURVIVE WE WILL HAVE TO HAVE A FAR MORE SOPHISTICATED USE NOT ONLY OF THE TRADITIONAL COMMUNICATIONS MEDIA, BUT ALSO THE MEDIA OF POLITICAL COMMUNICATION, THE REPRESENTATIVE PROCESSES, AND THE STRUCTURE OF GOVERNMENT. THE LAST TWO ARTICLES TAKE A LOOK AT THE FUTURE PROSPECTS AND POSSIBILITIES OF COMMUNICATION IN CITIES; ONE PREDICTS THE FUTURE OF COMMUNICATION IN MEGALOPOLIS, THE OTHER DESCRIBES THE MODEL URBAN COMMUNICATION PLAN OF THE "NEW CITY" OF COLUMBIA. (JY)

AVAILABILITY: . ACROPOLIS BOOKS, 2400 17TH STREET, N.W., WASHINGTON, D.C. 20009 ($6.95)

ACCESSION NUMBER: ED053539

CLEARINGHOUSE ACCESSION NUMBER: EM009106

PUBLICATION DATE: 71

TITLE: BROADCASTING AND GOVERNMENT; RESPONSIBILITIES AND REGULATIONS.

PERSONAL AUTHOR: EMERY, WALTER B.

DESCRIPTOR: AGENCY ROLE; *BROADCAST INDUSTRY; CABLE TELEVISION; *COMMERCIAL TELEVISION; *FEDERAL LEGISLATION; *GOVERNMENT ROLE; GUIDELINES; MASS MEDIA; PROGRAMING (BROADCAST); *RADIO; RADIO TECHNOLOGY; TELECOMMUNICATION; TELEVISION

IDENTIFIER: COMMUNICATIONS ACT OF 1934; FCC; *FEDERAL COMMUNICATIONS COMMISSION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 569P.

ISSUE: RIEDEC71

ABSTRACT: THE ROLE OF GOVERNMENTAL AGENCIES IN THE CONTROL OF WIRE AND RADIO COMMUNICATION, ESPECIALLY BROADCASTING, IS EXPLAINED. A MAJOR PORTION OF THE BOOK CONCERNS THE BROADCAST SPECTRUM, ITS CHARACTER AND UTILITY FOR COMMUNICATIONS, AND THE TECHNICAL RULES WHICH GOVERN THE ALLOCATION OF RADIO FREQUENCIES AND THEIR USE BY VARIOUS CLASSES OF STATIONS, E.G. AM AND FM, AS PRESCRIBED BY THE FEDERAL COMMUNICATIONS COMMISSION (FCC). THE BOOK ALSO DEALS WITH REGULATION: GOVERNMENTAL REQUIREMENTS WHICH MUST BE MET TO GET A LICENSE, RESPONSIBILITIES WHICH MUST BE ASSUMED, AND CONDUCT WHICH MUST BE AVOIDED IN ORDER TO KEEP A LICENSE. IN ADDITION TO THE REGULATORY HISTORY OF TOLL TELEVISION AND CABLE TELEVISION, NEW POLICIES AND COURT DECISIONS RELATING TO THE "FAIRNESS DOCTRINE," THE DEFINITION OF OBSCENITY IN PROGRAMMING, REGULATORY TRENDS TOWARD MONOPOLISTIC PRACTICES, DIVERSIFICATION AND DIVESTITURE OF STATION OWNERSHIP, AND NEW GUIDELINES FOR LICENSE RENEWALS ARE COVERED. THE COMMUNICATIONS ACT OF 1934 AND RECENT AMENDMENTS ARE REPRODUCED, AND THE HISTORY OF THE FCC IS COVERED. (JK)

AVAILABILITY: MICHIGAN STATE UNIVERSITY PRESS, P.O. BOX 550, EAST LANSING, MICHIGAN 48823 ($12.50)

ACCESSION NUMBER: ED054638

CLEARINGHOUSE ACCESSION NUMBER: EM009225

PUBLICATION DATE: 71

TITLE: EXPLORING TELEVISION GUIDE.

DESCRIPTOR: *BROADCAST INDUSTRY; *COURSE DESCRIPTIONS; DISCOVERY LEARNING; INDUCTIVE METHODS; PROGRAMING (BROADCAST); STANDARDS; *TEACHING GUIDES; *TELEVISION; VIDEO CASSETTE SYSTEMS

IDENTIFIER: NATIONAL ASSOCIATION OF BROADCASTERS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 77P.; COMMUNICATION EDUCATION SERIES

ISSUE: RIEJAN72

ABSTRACT: THE TEXTBOOK CALLED "EXPLORING TELEVISION" WAS DESIGNED TO BE USED IN AN INQUIRY/DISCOVERY COURSE ON THE IMPACT OF TELEVISION. THIS TEACHER'S GUIDE TO THE TEXTBOOK ESTABLISHES THE INSTRUCTION GOALS FOR THE COURSE, DEFINES THE INDUCTIVE LEARNING PROCESS, AND DESCRIBES THE AIMS OF THE REFORMED ENGLISH CURRICULUM. THE GUIDELINES FOR EACH CHAPTER IN THE TEXT OFFER A FRAMEWORK OF ACTIVITIES FOR THE TEACHER TO SUPPLEMENT AND/OR ASSIGN. A SET OF PAPERS OFFERS BACKGROUND INFORMATION WHICH WOULD BE USEFUL TO THE TEACHER: A HISTORY OF BROADCASTING, THE TELEVISION CODE OF THE NATIONAL ASSOCIATION OF BROADCASTERS, AND A DESCRIPTION OF THE FORTHCOMING VIDEO CASSETTE SYSTEMS. THE SOURCES FOR RECORDINGS OF OLD RADIO SHOWS AND TELEVISION COMMERCIALS ARE GIVEN. THE TEXTBOOK "EXPLORING TELEVISION" IS EM009224. (JY)

AVAILABILITY: LOYOLA UNIVERSITY PRESS, 3441 NORTH ASHLAND AVENUE, CHICAGO, ILLINOIS 60657 ($1.00)

ACCESSION NUMBER: ED054609

CLEARINGHOUSE ACCESSION NUMBER: EM009191

PUBLICATION DATE: 70

TITLE: & COLOR TELEVISION; SELECTIONS FROM THE JOURNAL OF THE SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS.

PERSONAL AUTHOR: O'BRIEN, RICHARD S., ED.

DESCRIPTOR: 8 BIBLIOGRAPHIES; BROADCAST INDUSTRY; COLOR PRESENTATION; *COLOR TELEVISION; *ELECTRONIC EQUIPMENT; FILMS; PHOTOGRAPHY; *PRODUCTION TECHNIQUES; STANDARDS; *TELEVISION; TELEVISION LIGHTING; VIDEO EQUIPMENT; VIDEO TAPE RECORDINGS; VISUAL PERCEPTION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 223P.

ISSUE: RIEJAN72

ABSTRACT: A COLLECTION OF 27 ARTICLES FROM THE JOURNAL OF THE SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS (SMPTE) COVERS THE FUNDAMENTAL ASPECTS OF COLOR TELEVISION TECHNOLOGY. INTRODUCTORY ARTICLES EXPLAIN THE BASIC WORKINGS OF COLOR TELEVISION WITHIN THE SET AND AS PERCEIVED BY THE VIEWER. OTHER SECTIONS DEAL WITH: COLOR TELEVISION SYSTEMS, COLOR FILM, COLOR TELEVISION CAMERAS AND STUDIO PRACTICES, AND COLOR TELEVISION BROADCASTING FACILITIES AND MEASUREMENTS. THESE LATTER TWO SECTIONS DEAL WITH WAYS THAT PRODUCTION TECHNIQUES MUST BE MODIFIED AS A RESULT OF THE USE OF COLOR EQUIPMENT. THE PAPERS ARE TECHNICAL IN STYLE. A BIBLIOGRAPHY OF ADDITIONAL PAPERS ON COLOR TELEVISION, A SET OF SMPTE STANDARDS AND RECOMMENDED PRACTICES, AND AN INDEX TO ALL CURRENT STANDARDS AND PRACTICES ARE INCLUDED. (JY)

AVAILABILITY: - SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS, 9 EAST 41ST STREET, NEW YORK, N.Y. 10017

INSTITUTION NAME: < SOCIETY OF MOTION PICTURE AND TELEVISION ENGINEERS, INC., NEW YORK, N.Y.

ACCESSION NUMBER: ED054005

CLEARINGHOUSE ACCESSION NUMBER: SO001135

PUBLICATION DATE: OCT 69

TITLE: PROBLEM SOLVING IN SOCIAL STUDIES: A MODEL LESSON.

DESCRIPTOR: 2 ELEMENTARY GRADES; *INQUIRY TRAINING; LESSON PLANS; *MASS MEDIA; *MULTIMEDIA INSTRUCTION; PRIMARY GRADES; *PROBLEM SOLVING; *SOCIAL STUDIES UNITS; TEACHER DEVELOPED MATERIALS

IDENTIFIER: *ADVERTISING

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 20P.

ISSUE: RIEDEC71

ABSTRACT: M THESE MODEL LESSONS FROM THE PRIMARY GRADES ARE ON THE TECHNIQUES OF ADVERTISING DRAWN FROM A UNIT ON, "CREATING AND PRODUCING TOOLS AND TECHNIQUES". THEY INCLUDE BEHAVIORIAL OBJECTIVES, TEACHING AND MOTIVATIONAL STRATEGIES, EVALUATION TECHNIQUES. THE MODEL LESSONS FOLLOW THE PROBLEM SOLVING INQUIRY APPROACH IN SOCIAL STUDIES USING MULTIMEDIA TECHNIQUES. SUGGESTED MATERIALS INCLUDE: NEWSPAPERS, TELEVISION AND RADIO COMMERCIALS, PICTURES, TOYS, AND BOOKS. (AWW)

INSTITUTION NAME: OKLAHOMA CITY PUBLIC SCHOOL SYSTEM, OKLA.

ACCESSION NUMBER: ED053765

CLEARINGHOUSE ACCESSION NUMBER: LI003036

PUBLICATION DATE: OCT 69

TITLE: GENERAL INFORMATION ON COPYRIGHT.

DESCRIPTOR: *COPYRIGHTS; *LAWS; PUBLISHING INDUSTRY; *STANDARDS

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 12P.; (0 REFERENCES)

ISSUE: RIEDEC71

ABSTRACT: ALL ASPECTS OF COPYRIGHTS ARE DISCUSSED INCLUDING: (1) WHAT IS A COPYRIGHT, (2) WHO CAN CLAIM A COPYRIGHT, (3) WHAT CAN BE COPYRIGHTED, (4) WHAT CANNOT BE COPYRIGHTED, (5) UNPUBLISHED WORKS, (6) COPYRIGHT PROCEDURE FOR AN UNPUBLISHED WORK, (7) PUBLISHED WORKS, (8) COPYRIGHT PROCEDURE FOR PUBLISHED WORKS, (9) COPYRIGHT NOTICE, (10) HOW LONG DOES COPYRIGHT PROTECTION LAST, (11) INTERNATIONAL COPYRIGHT PROTECTION, (12) TRANSFER OR ASSIGNMENT OF STATUTORY COPYRIGHT, (13) APPLICATION FORMS, (14) MAILING INSTRUCTIONS AND (15) AVAILABLE INFORMATION. (AUTHOR/NH)

INSTITUTION NAME: LIBRARY OF CONGRESS, WASHINGTON, D.C. COPYRIGHT OFFICE.

ACCESSION NUMBER: ED053570

CLEARINGHOUSE ACCESSION NUMBER: EM009153

PUBLICATION DATE: JUN 70

TITLE: POCKET PAL: A GRAPHIC ARTS DIGEST FOR PRINTERS AND ADVERTISING PRODUCTION MANAGERS. TENTH EDITION.

DESCRIPTOR: GLOSSARIES; *GRAPHIC ARTS; INDUSTRIAL ARTS; JOURNALISM; MANUALS; *PAPER (MATERIAL); PHOTOCOMPOSITION; *PRINTING; PUBLICATIONS; PUBLISHING INDUSTRY; *REPROGRAPHY; SIGNS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 181P.

ISSUE: RIEDEC71

ABSTRACT: 4 IN THIS DIGEST OF INFORMATION ABOUT PRINTING A BRIEF SURVEY OF THE HISTORY OF PRINTING PRECEDES DETAILED EXPLANATIONS OF THE PROCESSES AND THE MATERIALS INVOLVED IN PRINTING. THE FOUR MAJOR PRINTING PROCESSES--LETTERPRESS, GRAVURE, OFFSET LITHOGRAPHY, AND SCREEN--ARE EXPLAINED. STEPS IN PREPARING ART AND COPY FOR PRINTING, INCLUDING SELECTION OF SIZE OF TYPE AND KIND OF TYPEFACE, PROOFREADING, COMPOSITION, AND CONVERTING TYPE INTO FILM BY VARIOUS MEANS, ARE DETAILED. OTHER SECTIONS DEAL WITH PREPARING PHOTOGRAPHS FOR REPRODUCTION, AND WITH THE TECHNIQUES OF PLATEMAKING, PRINTING, AND BINDING. SINCE PAPER AND INK ARE BASIC MATERIALS, THE BOOK DESCRIBES THE TYPES OF EACH AND EXPLAINS THE PROCESS OF CHOOSING AND PREPARING PAPER FOR PRINTING. ALTHOUGH THE BOOK IS DESIGNED FOR PRINTERS AND ADVERTISING PRODUCTION MANAGERS, ITS STYLE IS SIMPLE ENOUGH THAT IT WOULD BE USEFUL IN JOURNALISM CLASSES, IN PRINTING CLASSES, OR FOR NEWSPAPER AND YEARBOOK STAFFS. A GLOSSARY OF PRINTING TERMS IS INCLUDED. (JK)

AVAILABILITY: INTERNATIONAL PAPER COMPANY, 220 EAST 42ND STREET, NEW YORK, N.Y. 10017 ($1.00)

ACCESSION NUMBER: ED053530

CLEARINGHOUSE ACCESSION NUMBER: EM009029

PUBLICATION DATE: 70

TITLE: RADIO BROADCASTING; AN INTRODUCTION TO THE SOUND MEDIUM.

PERSONAL AUTHOR: HILLIARD, ROBERT L., ED.

DESCRIPTORS: AUDIO EQUIPMENT; *BROADCAST INDUSTRY; EMPLOYMENT OPPORTUNITIES; JOURNALISM; MANAGEMENT; MICROPHONES; NEWS MEDIA; *PRODUCTION TECHNIQUES; *PROGRAMING (BROADCAST); *RADIO; SCRIPTS; THEATER ARTS; WRITING

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 190P.; COMMUNICATION ARTS SERIES

ISSUE: RIEDEC71

ABSTRACT: INTENDED AS A BASIC TEXT FOR THE STUDENT, TEACHER, OR PROFESSIONAL, THIS BOOK COVERS SEVERAL MAJOR ASPECTS OF BROADCASTING. THE SECTION ON PROGRAMMING SUGGESTS WAYS TO CAPTURE THE AUDIENCE DESIRED BY THE STATION. JOB FUNCTIONS OF STUDIO PERSONNEL ARE EXPLORED. OPERATING AND STUDIO FACILITIES, INCLUDING MICROPHONES, TAPE RECORDERS, RECORDS, TURNTABLES, AND SOUND EFFECTS EQUIPMENT, ARE DESCRIBED BRIEFLY AND ILLUSTRATED WITH PHOTOGRAPHS. THE PHILOSOPHY, PLACE, AND APPLICATION OF PRODUCING AND DIRECTING MUSICAL PROGRAMS, VARIETY SHOWS, NEWS, FEATURES, AND PUBLIC SERVICE ENTERTAINMENT ARE EXAMINED IN DETAIL. DISCUSSIONS OF THE KENNEDY ASSASSINATION AND POPE PAUL''S VISIT TO NEW YORK FROM A BROADCASTER'S ANGLE SERVE AS EXAMPLES OF RADIO NEWS COVERAGE. WRITING FOR RADIO COMMERCIALS, DOCUMENTARIES, SPECIAL EVENTS AND FEATURES, AND A VARIETY OF OTHER FORMATS IS DESCRIBED. VOICE PRODUCTION AND MICROPHONE TECHNIQUES ARE EXPLAINED, AND THE JOB OPPORTUNITIES FOR RADIO PERFORMERS ARE OUTLINED. (JK)

AVAILABILITY: HASTINGS HOUSE, PUBLISHERS, INC., 10 EAST 40TH STREET, NEW YORK, N.Y. 10016 ($6.95, PAPERBACK, $4.40)

ACCESSION NUMBER: ED053564

CLEARINGHOUSE ACCESSION NUMBER: EM009147

PUBLICATION DATE: SEP 71

TITLE: FORECAST USE OF TELECOMMUNICATION TECHNOLOGY IN 1985.

PERSONAL AUTHOR: PARKER, EDWIN B.

DESCRIPTOR: ADULT EDUCATION; *CABLE TELEVISION; COMMUNICATION SATELLITES; COMPUTER ASSISTED INSTRUCTION; FILM LIBRARIES; *INFORMATION NETWORKS; INFORMATION RETRIEVAL; INNOVATION; INPUT OUTPUT; INPUT OUTPUT DEVICES; *INSTRUCTIONAL TELEVISION; *INTERACTION; MAGNETIC TAPE CASSETTES; PRESCHOOL EDUCATION; SUPPLEMENTARY EDUCATION; *TELECOMMUNICATION; TELEVISION; *VIDEO CASSETTE SYSTEMS

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 14P.

ISSUE: RIEDEC71

ABSTRACT: IMAGINE THAT THE YEAR IS 1985. THE NATIONWIDE IMPLEMENTATION OF TELECOMMUNICATIONS TECHNOLOGY HAS CAUSED DRAMATIC CHANGES IN THE USE OF TELEVISION IN THE PAST 15 YEARS SINCE THE 1970'S. THESE CHANGES WERE INITIATED WHEN CABLE TELEVISION WAS EXPANDED INTO THE LARGE CITIES AND SETS WERE CONNECTED TO NEIGHBORHOOD CENTERS WHICH HAD A CHANNEL CAPACITY OF UP TO 200 AND LARGE CASSETTE LIBRARIES. TWO-WAY INSTRUCTIONAL TELEVISION BEGAN IN 1973 WITH THE USE OF A SIMPLE TOUCH-TONE PAD CONNECTED TO A COMPUTER AT THE OTHER END. THEN, IN 1974, WITH THE IMPLEMENTATION OF SIX PILOT PROGRAMS WHICH USED LARGE CAPACITY CABLE TELEVISION SYSTEMS IN CONJUNCTION WITH THE TOUCH-TONE PAD, COUPLED WITH RAPID EXPANSION OF VIDEO CASSETTE PLAYERS AND GOVERNMENTAL INTEREST, A SYSTEM WAS DEVELOPED WHICH ALLOWED TELEVISION SETS TO BE USED AS COMPUTER TERMINALS. BY 1980, THE TELECOMMUNICATIONS SYSTEM WAS WELL-DEVELOPED, AND MADE PRESCHOOL, SUPPLEMENTARY, AND CONTINUING EDUCATION AVAILABLE. NOW, IN 1985, COMMUNICATION SATELLITES ARE BEING USED TO INTERCONNECT THREE OVERLAPPING CABLE TELEVISION SYSTEMS (NATIONAL, REGIONAL, AND LOCAL), AND TO PROVIDE LOW COST, 24-HOUR SERVICE TO ALL AREAS. (SH)

INSTITUTION NAME: STANFORD UNIV., CALIF. INST. FOR COMMUNICATION RESEARCH.

ACCESSION NUMBER: ED053529

CLEARINGHOUSE ACCESSION NUMBER: EM009028

PUBLICATION DATE: 71

TITLE: BROADCAST MANAGEMENT: RADIO; TELEVISION.

PERSONAL AUTHOR: QUAAL, WARD L.; MARTIN, LEO A.

DESCRIPTOR: AUDIENCES; *BROADCAST INDUSTRY; BUSINESS ADMINISTRATION; COMMERCIAL TELEVISION; ENGINEERING TECHNICIANS; FEDERAL LEGISLATION; MANAGEMENT; MANAGERIAL OCCUPATIONS; *PERSONNEL MANAGEMENT; PRODUCTION TECHNIQUES; *PROGRAMING (BROADCAST); *RADIO; *TELEVISION

IDENTIFIER: FEDERAL COMMUNICATIONS COMMISSION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 251P.; STUDIES IN MEDIA MANAGEMENT SERIES

ISSUE: RIEDEC71

ABSTRACT: G AFTER OUTLINING THE QUALITIES NECESSARY IN A GOOD RADIO OR TELEVISION MANAGER, THE BOOK DESCRIBES HIS DUTIES WHICH FALL IN THREE MAJOR AREAS: PROGRAMMING, ENGINEERING, AND SALES. IT DISCUSSES THE RELATIONSHIP BETWEEN THE STATION AND ITS AUDIENCE IN DETAIL. SECTIONS ON RADIO AND TELEVISION PROGRAMMING DESCRIBE THE WAY MOST STATIONS OPERATE AND SUGGEST A FEW GUIDELINES FOR ACHIEVING A DESIRABLE FORMAT. RELATIONSHIP OF THE MANAGER TO THE BROADCAST ENGINEER AND OTHER PERSONNEL IS EXPLORED, AND THE IMPORTANCE OF A GOOD SALES FORCE TO SELL COMMERCIALS IS STRESSED. THE EMPHASIS IN THIS BOOK IS ON THREE MAIN THEMES: PRACTICAL CONSIDERATIONS IN MANAGING A STATION, THE ACTIVE ROLE OF THE MANAGER IN RUNNING DAY-TO-DAY OPERATIONS, AND COMPLIANCE WITH FEDERAL COMMUNICATIONS COMMISSION REGULATIONS. A FULL CHAPTER IS DEVOTED TO THE LATTER THEME, AND IT IS MENTIONED FREQUENTLY THROUGHOUT THE BOOK. (JK)

AVAILABILITY: HASTINGS HOUSE, PUBLISHERS, INC., 10 EAST 40TH STREET, NEW YORK, N.Y. 10016 ($8.95, PAPERBACK, $5.60)

ACCESSION NUMBER: ED052636

CLEARINGHOUSE ACCESSION NUMBER: EM009117

PUBLICATION DATE: 71

TITLE: TENTH REPORT BY THE INTERNATIONAL TELECOMMUNICATION UNION ON TELECOMMUNICATION AND THE PEACEFUL USES OF OUTER SPACE.

DESCRIPTOR: *COMMUNICATION SATELLITES; DEVELOPED NATIONS; DEVELOPING NATIONS; *INTERNATIONAL ORGANIZATIONS; INTERNATIONAL PROGRAMS; *NATIONAL PROGRAMS; TECHNOLOGICAL ADVANCEMENT; *TELECOMMUNICATION

IDENTIFIER: *INTERNATIONAL TELECOMMUNICATION UNION

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$6.58

DESCRIPTIVE NOTE: 119P.; BOOKLET NO. 8

ISSUE: RIENOV71

ABSTRACT: REPORTS ARE PRESENTED ON THE 1970-71 ACTIVITIES OF THE GENERAL SECRETARIAT OF THE INTERNATIONAL TELECOMMUNICATION UNION, THE INTERNATIONAL FREQUENCY REGISTRATION BOARD, THE INTERNATIONAL RADIO CONSULTATIVE COMMITTEE, AND THE INTERNATIONAL TELEGRAPH AND TELEPHONE CONSULTATIVE COMMITTEE. IN ADDITION PROGRESS IN THE FIELD OF SPACE COMMUNICATIONS MADE DURING THE YEAR 1969 IN 39 NATIONS THROUGHOUT THE WORLD IS DESCRIBED AND THE TEXT OF THE RESOLUTION ON INTERNATIONAL COOPERATION IN THE PEACEFUL USES OF OUTER SPACE ADOPTED BY THE UNITED NATIONS AT ITS 25TH SESSION IS GIVEN. (JY)

INSTITUTION NAME: INTERNATIONAL TELECOMMUNICATION UNION, GENEVA (SWITZERLAND).

ACCESSION NUMBER: ED052634

CLEARINGHOUSE ACCESSION NUMBER: EM009114

PUBLICATION DATE: 67

TITLE: DICTIONARY OF RADIO AND TELEVISION.

PERSONAL AUTHOR: PANNETT, W. E.

DESCRIPTOR: COMMUNICATION SATELLITES; *DICTIONARIES; ELECTRIC CIRCUITS; ELECTRONICS; FACSIMILE TRANSMISSION; INSTRUMENTATION; LASERS; RADAR; *RADIO; SEMICONDUCTOR DEVICES; TELECOMMUNICATION; TELEPHONE COMMUNICATION SYSTEMS; *TELEVISION; TRANSISTORS; VIDEO EQUIPMENT

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 373P.

ISSUE: RIENOV71

ABSTRACT: THIS DICTIONARY PRESENTS DEFINITIONS OF BOTH THE WELL-ESTABLISHED TERMS AND MANY NEW ONES THAT HAVE COME INTO USE WITH THE ADVANCES THAT HAVE TAKEN PLACE IN THE FIELDS OF RADIO AND TELEVISION. IN MANY CASES EXTENDED DEFINITIONS ARE GIVEN IN ORDER TO DESCRIBE BRIEFLY ELEMENTARY PRINCIPLES AND CIRCUITS, WHILE NEWER AND MORE COMPLEX DEVICES AND SYSTEMS ARE DESCRIBED IN EVEN GREATER DETAIL WHERE NECESSARY TO MAKE CLEAR THE UNDERLYING PRINCIPLES OR MODES OF OPERATION. S UBJECTS EXTENSIVELY COVERED INCLUDE: RADIOTELEPHONES AND RADIOTELEGRAPHY; MONOCHROME AND COLOR TELEVISION; FACSIMILE TRANSMISSION; RADIO DIRECTION FINDING; RECEIVERS AND TRANSMITTERS; TRANSISTORS; SEMICONDUCTOR AND THERMIONIC DEVICES; AUDIO AND HIGH FIDELITY REPRODUCTION; AERIALS, TRANSMISSION LINES, AND WAVEGUIDES; MICROWAVE TECHNIQUES AND TUBES; COMMUNICATION SATELLITES; PROPAGATION; TELEVISION CAMERAS; MEASURING INSTRUMENTS; AND GENERAL ELECTRICAL AND RADIO TERMS. ALSO INCLUDED ARE BASIC TERMS IN THE FIELDS OF RADAR, RADIO NAVIGATION, RADIO ASTRONOMY, STUDIO EQUIPMENT, AND LASERS. TO SUPPLEMENT THE DEFINITIONS, A LIST OF TECHNICAL ABBREVIATIONS IS APPENDED TOGETHER WITH SEVERAL USEFUL TABLES. (JY)

AVAILABILITY: (PHILOSOPHICAL LIBRARY, 15 EAST 40TH STREET, NEW YORK, N.Y. 10016 ($L5.00)

ACCESSION NUMBER: ED052590

CLEARINGHOUSE ACCESSION NUMBER: EM009005

PUBLICATION DATE: 69

TITLE: THE TECHNIQUE OF THE TELEVISION CAMERAMAN. REVISED EDITION.

PERSONAL AUTHOR: JONES, PETER

DESCRIPTOR: X BROADCAST INDUSTRY; PHOTOGRAPHIC EQUIPMENT; *PHOTOGRAPHY; *PRODUCTION TECHNIQUES; *TELEVISION; *TELEVISION LIGHTING; TELEVISION LIGHTS; TEXTBOOKS; *VIDEO EQUIPMENT

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 243P.; LIBRARY OF COMMUNICATION TECHNIQUES

ISSUE: RIENOV71

ABSTRACT: BASED ON THE ASSUMPTION THAT THE TECHNIQUES OF THE TELEVISION CAMERAMAN ARE SPECIALIZED AND CANNOT BE COMPARED WITH THE OPERATIONAL PROBLEMS OF FILMMAKING, TELEVISION STUDIO EQUIPMENT AND THE CAMERA ARE INTRODUCED, PREFACED BY A DISCUSSION OF THE QUALITIES DESIRABLE IN A CAMERAMAN. COMPOSITION AND MOVEMENT ARE DEALT WITH AT LENGTH, AS ARE THE ESSENTIALS OF GOOD CAMERA TECHNIQUE, LIGHTING, AND THE SPECIAL PROBLEMS OF OUTSIDE BROADCASTS. TWO CHAPTERS EXAMINE BASIC OPTICS AND LENSES. CAMERA MOVEMENTS THAT ARE DISCUSSED INCLUDE PANNING, TILTING, TRACKING, CRABBING, AND ZOOMING. THE BOOK IS INTENDED AS A MANUAL FOR THOSE ALREADY WORKING IN TELEVISION AND AS AN INTRODUCTION FOR THOSE JUST BEGINNING TO WORK AS CAMERAMEN. (JK/MT)

AVAILABILITY: HASTINGS HOUSE, PUBLISHERS, INC., 10 EAST 40TH STREET, NEW YORK, N.Y. 10016 ($10.00)

ACCESSION NUMBER: EC051661

CLEARINGHOUSE ACCESSION NUMBER: EM009014

PUBLICATION DATE: 71

TITLE: GUIDE TO CITIZEN ACTION IN RADIO AND TV.

PERSONAL AUTHOR: PROWITT, MARSHA O'BANNON

DESCRIPTOR: BROADCAST INDUSTRY; BROADCAST TELEVISION; CITIZEN PARTICIPATION; *CITIZEN ROLE; CIVIL LIBERTIES; COMMERCIAL TELEVISION; COMMUNITY ACTION; COMMUNITY ROLE; EMPLOYMENT PRACTICES; FEDERAL LAWS; FREEDOM OF SPEECH; *PROGRAMING (BROADCAST); PUBLIC TELEVISION; RACIAL DISCRIMINATION; *RADIO; *SOCIAL ACTION; *TELEVISION

IDENTIFIER: FCC; *FEDERAL COMMUNICATIONS COMMISSION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 44P.

ISSUE: RIEOCT71

ABSTRACT: THE FEDERAL COMMUNICATIONS ACT OF 1934 STATES THAT BROADCAST STATIONS MUST OPERATE "IN THE PUBLIC INTEREST, CONVENIENCE, AND NECESSITY." SEEING THAT THEY DO SO IS LARGELY THE RESPONSIBILITY OF CITIZEN GROUPS. THE PURPOSE OF THIS GUIDE IS TO SHOW HOW TO COUNTER BROADCASTER VIOLATIONS CONCERNING EXTREMIST PROPAGANDA, COMMERCIALS, PERSONAL ATTACKS ON INDIVIDUALS AND GROUPS, LACK OF PUBLIC AFFAIRS OR NEWS PROGRAMMING, INADEQUATE CHILDRENS' PROGRAMMING, BIAS IN NEWS PROGRAMMING, AND DISCRIMINATION IN PROGRAMMING AND EMPLOYMENT. FEDERAL STANDARDS FOR PROGRAMMING AND PERFORMANCE ARE DESCRIBED. THEN, THE MEANS BY WHICH CITIZENS MAY DETERMINE IF THEIR BROADCASTING STATIONS ARE VIOLATING THESE STANDARDS AND ACTION THAT CAN BE TAKEN IN SUCH CASES ARE DISCUSSED. NON-LEGAL ACTION INCLUDES COMPLAINTS OR SUGGESTIONS TO THE STATIONS, ORGANIZED LETTER-WRITING AND PUBLIC RELATIONS CAMPAIGNS, AND ORGANIZED NEGOTIATIONS WITH THE STATIONS. LEGAL ACTION INCLUDES A PETITION TO DENY THE STATION RENEWAL OF ITS LICENSE. (JK)

AVAILABILITY: OFFICE OF COMMUNICATION, UNITED CHURCH OF CHRIST, 289 PARK AVENUE SOUTH, NEW YORK, N.Y. 10010 (FREE: IN BULK 15)

INSTITUTION NAME: UNITED CHURCH OF CHRIST, NEW YORK, N.Y.

ACCESSION NUMBER: ED051631

CLEARINGHOUSE ACCESSION NUMBER: EM008980

PUBLICATION DATE: 70

TITLE: TELEVISION COMMERCIALS: HOW TO CREATE SUCCESSFUL TV ADVERTISING.

PERSONAL AUTHOR: WAINWRIGHT, CHARLES ANTHONY

DESCRIPTOR: BROADCAST INDUSTRY; COMMERCIAL ART; COMMERCIAL TELEVISION; *GRAPHIC ARTS; *PRODUCTION TECHNIQUES; *PUBLICIZE; *TELEVISION; *TELEVISION COMMERCIALS; VIDEO TAPE RECORDINGS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 318P.; COMMUNICATION ARTS SERIES; REVISED EDITION, FORMERLY TITLED "THE TELEVISION COPYWRITER"

ISSUE: RIEOCT71

ABSTRACT: ALL THE STEPS IN MAKING A TELEVISION COMMERCIAL, FROM CONCEPTION TO WRITING THROUGH PRODUCTION, ARE LAID OUT, AND MANY EXAMPLES OF REAL COMMERCIALS ILLUSTRATE THE PROCESS. THE BOOK IS DIRECTED TOWARD THOSE WHO WANT TO WRITE SUCCESSFUL COMMERCIALS. SUBJECTS INCLUDE THE USE OF RESEARCH IN CONSTRUCTING AND EVALUATING COMMERCIALS, BUDGETING, CHOOSING ACTORS, AND WRITING FOR LOCAL AND SPECIAL AUDIENCES. ADVERTISING MEN CONTRIBUTE CHAPTER SECTIONS ABOUT CAMPAIGNS THEY HAVE CREATED AND WHAT TECHNIQUES THEY HAVE USED SUCCESSFULLY. THE EMPHASIS THROUGHOUT IS PRACTICAL; THE AIM IS TO PRODUCE COMMERCIALS WHICH WILL SELL THE PRODUCT. TECHNIQUES DISCUSSED HERE ARE NOW BEING USED ON EDUCATIONAL TELEVISION PROGRAMS LIKE "SESAME STREET" TO SELL CONCEPTS INSTEAD OF PRODUCTS. (JK)

AVAILABILITY: HASTINGS HOUSE, PUBLISHERS, 10 EAST 40TH STREET, NEW YORK, N.Y. 10016 ($8.95, PAPERBACK $5.95)

ACCESSION NUMBER: ED051627

CLEARINGHOUSE ACCESSION NUMBER: EM008975

PUBLICATION DATE: 70

TITLE: DICTIONARY OF TELECOMMUNICATIONS.

PERSONAL AUTHOR: BONES, R. A.

DESCRIPTOR: Q *COMMUNICATIONS; *DICTIONARIES; ELECTRONIC EQUIPMENT; ELECTRONICS INDUSTRY; RADIO; *TELECOMMUNICATION; *TELEPHONE COMMUNICATION SYSTEMS; *TELEVISION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 200P.

ISSUE: RIEOCT71

ABSTRACT: A WIDE RANGE OF TERMS USED IN THE TELECOMMUNICATIONS INDUSTRY ARE DEFINED IN THIS DICTIONARY. MANY OF THE TERMS AND DEFINITIONS ARE EITHER REPRODUCED FROM, OR BASED ON, THE "GLOSSARY OF TERMS USED IN TELECOMMUNICATIONS (INCLUDING RADIO) AND ELECTRONICS" PREPARED BY THE BRITISH STANDARDS INSTITUTE. THE PRINCIPAL ENTRY FOR EACH TERM IS FOUND UNDER THE MOST SIGNIFICANT WORD IN THE TERM. WHEN TERMS CONSIST OF TWO OR MORE WORDS, THEY ARE CROSS-REFERENCED TO THE PRINCIPAL ENTRY. SUPPLEMENTING THE DICTIONARY SECTION ARE APPENDICES WHICH CONTAIN DEFINITIONS OF STANDARD UNITS AND THEIR ACCEPTED ABBREVIATIONS, WAVELENGTHS AND FREQUENCY BANDS, AND SIGNAL REPORTING CODES. (AUTHOR/JY)

AVAILABILITY: PHILOSOPHICAL LIBRARY INC., 15 EAST 40TH STREET, NEW YORK, N. Y. 10016 ($15.00)

ACCESSION NUMBER: ED051025

CLEARINGHOUSE ACCESSION NUMBER: SO001258

PUBLICATION DATE: 71

TITLE: PARTNERS IN LEARNING: A CHILD-CENTERED APPROACH TO TEACHING THE SOCIAL STUDIES.

PERSONAL AUTHOR: HOPKINS, LEE BENNETT; ARENSTEIN, MISHA

DESCRIPTOR: ART; *AUDIOVISUAL INSTRUCTION; CHILDRENS BOOKS; COMMUNITY RESOURCES; *CURRENT EVENTS; GEOGRAPHIC CONCEPTS; GROUPING (INSTRUCTIONAL PURPOSES); HUMANITIES; *INQUIRY TRAINING; INSTRUCTIONAL MEDIA; MASS MEDIA; RESOURCE GUIDES; *SOCIAL STUDIES; *STUDENT CENTERED CURRICULUM; TEACHING GUIDES; TEACHING TECHNIQUES

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 237P.

ISSUE: RIESEP71

ABSTRACT: THE UNDERLYING OBJECTIVE OF THIS BOOK IS TO REVIEW PAST AND PRESENT CURRICULUM PATTERNS TO EMPHASIZE THE CHANGES BEING CARRIED OUT TODAY SO THAT PRESERVICE, BEGINNING, AND EXPERIENCED TEACHERS MAY GLEAN SOME NEW IDEAS ABOUT INVOLVING THE CHILD IN THE PROCESS OF LEARNING. ALL OF THE SOCIAL DISCIPLINES HELP EXPLAIN THE COMPLEX PROCESS OF MAN'S DEVELOPMENT AND HIS RISE FROM THE PRIMITIVE TO SPACE SOCIETY. THE MASS OF MATERIALS AND PRACTICES OFFERED TO TEACHERS IN THE FIELD OF SOCIAL STUDIES HAVE BEEN CAREFULLY EVALUATED. THE IDEAS OFFERED HERE, AS WELL AS THE MEDIA AND MATERIALS SUGGESTED, HAVE ALL BEEN TRIED OUT IN CLASSROOMS IN A VARIETY OF SITUATIONS FROM INNER CITIES TO SUBURBAN AND RURAL SCHOOL SYSTEMS. ALL THE -ISTS SOUND INTERESTING: GROUPING THE CHILDREN FOR INQUIRY IS THE FIRST OF SIX CHAPTERS. LOOK, LISTEN, TAKE, AND MAKE: THE MEDIA BOOK GOES INTO AUDIOVISUAL MATERIAL, SIMULATION GAMES, FIELD TRIPS, AND COMMUNITY RESOURCES. SOMETHING'S ALWAYS GOING ON: CURRENT EVENTS AND SPECIAL EVENTS DISCUSSES THE USE OF THE NEWS MEDIA, PERIODICALS, TELEVISION AND RADIO. THE LAST THREE CHAPTERS ARE: ALL CROWDED UP: ABSTRACT DEVICES-MAPS, GLOBES, AND TIME RELATIONSHIPS; PEOPLE, PLACES, AND POETRY: CHILDREN'S LITERATURE IN THE SOCIAL STUDIES; AND, DID THE INDIANS SING? ARTS AND HUMANITIES IN THE SOCIAL STUDIES. (AUTHOR/SBE)

AVAILABILITY: A CITATION PRESS, LIBRARY AND TRADE DIVISION, SCHOLASTIC MAGAZINES, INC., 50 WEST 44TH STREET, NEW YORK, NEW YORK 10036 ($2.95)

ACCESSION NUMBER: ED053631

CLEARINGHOUSE ACCESSION NUMBER: EM008961

PUBLICATION DATE: 70

TITLE: THE COMMUNICATIVE ARTS: AN INTRODUCTION TO MASS MEDIA.

PERSONAL AUTHOR: STEINBERG, CHARLES S.

DESCRIPTOR: " BOOKS; *BROADCAST INDUSTRY; CABLE TELEVISION; CARTOONS; *COMMUNICATION (THOUGHT TRANSFER); COMPUTER SCIENCE; ETHICAL VALUES; FILMS; GOVERNMENT ROLE; *INFORMATION THEORY; *MASS MEDIA; NEWS MEDIA; NEWSPAPERS; PERIODICALS; PRESS OPINION; PUBLICATIONS; PUBLICIZE; PUBLIC OPINION; PUBLIC TELEVISION; *PUBLISHING INDUSTRY; RADIO; SOCIAL PROBLEMS; TELECOMMUNICATION; TELEVISION; WRITING

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 371P.; STUDIES IN PUBLIC COMMUNICATION SERIES

ISSUE: RIESEP71

ABSTRACT: ALL AREAS OF MASS COMMUNICATION ARE SURVEYED. MAN'S EARLIEST EFFORTS AS A COMMUNICATOR ARE CONSIDERED, AND WHAT IS KNOWN ABOUT THE DEVELOPMENT OF SPEECH AND WRITING IS EXPLORED. VARIOUS THEORIES (INCLUDING MATHEMATICAL ONES) ARE REVIEWED WHICH ATTEMPT TO EXPLAIN THE PROCESSES OF BOTH PERSONAL AND MASS COMMUNICATION. SEPARATE CHAPTERS FOCUS ON THE BOOK, NEWSPAPER, FILMS, MAGAZINES, CARTOONS, RADIO, TELEVISION (INCLUDING PUBLIC TELEVISION AND COMMUNITY ANTENNA OR CABLE TELEVISION), THE "INFORMATION INDUSTRY," AND COMPUTER TECHNOLOGY, AS WELL AS ADVERTISING AND PUBLIC RELATIONS. IN EACH CASE, THE AUTHOR DELVES INTO THE MEDIUM'S HISTORY, DESCRIBES HOW IT FUNCTIONS, AND CONSIDERS ITS ACHIEVEMENTS, PROBLEMS, AND POTENTIAL FOR GOOD AND ILL. FINALLY, THE IMPACT OF MASS COMMUNICATION ON PUBLIC OPINION IS EVALUATED, AND THE ISSUES OF FREEDOM, CONTROL, AND RESPONSIBILITY IN MASS COMMUNICATION ARE DISCUSSED. (AUTHOR/JK)

AVAILABILITY: HASTINGS HOUSE, PUBLISHERS, 10 EAST 40TH STREET, NEW YORK, N.Y. 10016 ($10.00)

ACCESSION NUMBER: ED050589

CLEARINGHOUSE ACCESSION NUMBER: EM008949

PUBLICATION DATE: 71

TITLE: RACIAL JUSTICE IN BROADCASTING.

DESCRIPTOR: AGENCY ROLE; *BROADCAST INDUSTRY; *CITIZEN PARTICIPATION; CITIZEN ROLE; CITIZENSHIP RESPONSIBILITY; COMMERCIAL TELEVISION; COMMUNITY ACTION; *EMPLOYMENT PRACTICES; FEDERAL LAWS; POLITICAL ISSUES; PRIVATE AGENCIES; *PROGRAMING (BROADCAST); *RACIAL DISCRIMINATION; RADIO; SOCIAL ACTION; TELEVISION

IDENTIFIER: FCC; FEDERAL COMMUNICATIONS COMMISSION; *UNITED CHURCH OF CHRIST

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 8 15P.; PREPARED BY THE OFFICE OF COMMUNICATION OF THE UNITED CHURCH OF CHRIST

ISSUE: RIESEP71

ABSTRACT: IN RESPONSE TO ALLEGATIONS OF BLACKS THAT BROADCASTING STATIONS, ESPECIALLY IN THE SOUTH, DISCRIMINATE AGAINST THEIR INTERESTS, THE OFFICE OF COMMUNICATIONS OF THE UNITED CHURCH OF CHRIST UNDERTOOK A TWO-YEAR PROJECT (1968-70) TO COMBAT DISCRIMINATORY PRACTICES. THE PROJECT ATTACKED TWO WIDESPREAD PRACTICES: NON-EMPLOYMENT OR UNDER-EMPLOYMENT OF BLACKS, AND FAILURES OF STATIONS TO GIVE BLACKS ACCESS TO THE AIR TO PROVIDE PROGRAMS WHICH SATISFY THEIR NEEDS AND TASTES. COMMUNITY ACTION, THROUGH MONITORING OF STATIONS BY CITIZEN GROUPS AND THREATS OF LEGAL ACTION IN LICENSE RENEWAL REQUESTS BEFORE THE FCC, INFLUENCED THE PROGRAMMING AND EMPLOYMENT PRACTICES OF STATIONS TO AN EXTENT THAT AMOUNTED TO SIGNIFICANT SOCIAL CHANGE. CASES IN TEXARKANA, ARKANSAS; SHREVEPORT, LOUISIANA; ATLANTA, GEORGIA; AND CHARLOTTE, NORTH CAROLINA, ARE DISCUSSED. THE OFFICE OF COMMUNICATION EXPECTS MUCH GREATER CITIZEN PARTICIPATION IN BROADCASTING IN THE IMMEDIATE FUTURE. OF PARTICULAR CONCERN ARE THE CHARGES THAT EDUCATIONAL STATIONS (AGAIN, ESPECIALLY IN THE SOUTH) ALSO FAIL TO GIVE ATTENTION TO MINORITY PROGRAMMING AND EMPLOYMENT NEEDS. (JK)

INSTITUTION NAME: UNITED CHURCH OF CHRIST, NEW YORK, N.Y.

SPONSORING AGENCY NAME: OFORD FOUNDATION, NEW YORK, N.Y.

ACCESSION NUMBER: ED050587

CLEARINGHOUSE ACCESSION NUMBER: EM008947

PUBLICATION DATE: 69

TITLE: HOW TO PROTECT CITIZEN RIGHTS IN TELEVISION AND RADIO.

PERSONAL AUTHOR: JENNINGS, RALPH M.

DESCRIPTOR: AUDIENCES; BROADCAST INDUSTRY; *CITIZEN PARTICIPATION; *CITIZEN ROLE; COMMERCIAL TELEVISION; COMMUNITY ACTION; *COMMUNITY INFLUENCE; *RADIO; SOCIAL ACTION; *TELEVISION

IDENTIFIER: *COMMUNICATIONS ACT OF 1934; FCC; FEDERAL COMMUNICATIONS COMMISSION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 18P.; REVISED

ISSUE: RIESEP71

ABSTRACT: THE COMMUNICATIONS ACT OF 1934 REQUIRES BROADCASTERS TO OPERATE THEIR STATIONS "IN THE PUBLIC INTEREST, CONVENIENCE, OR NECESSITY." BUT BECAUSE BROADCASTERS SEEK TO MAKE A PROFIT AND BECAUSE THE FEDERAL COMMUNICATIONS COMMISSION (FCC) CANNOT ADEQUATELY MONITOR THE THOUSANDS OF RADIO AND TELEVISION STATIONS, MANY STATIONS DO NOT LIVE UP TO THAT REQUIREMENT OR TO MORE SPECIFIC FCC POLICIES. THEREFORE, IT IS UP TO THE PUBLIC TO INSURE THAT BROADCASTERS ARE SERVING THE NEEDS OF THE COMMUNITIES IN WHICH THEY OPERATE. THE RESULTS OF A CASE AGAINST WLBT AND WJTV IN JACKSON, MISSISSIPPI, AND THE EFFECTS OF AN AGREEMENT MADE WITH KTAL-TV IN TEXARKANA, TEXAS, ILLUSTRATE WAYS THAT COMMUNITY GROUPS HAVE BEEN ABLE TO AFFECT LOCAL BROADCASTING PRACTICES. A CHECKLIST OF QUESTIONS IS PROVIDED TO HELP CITIZENS EVALUATE THE BROADCASTS OF THEIR LOCAL STATIONS. IT SUGGESTS WAYS OF HELPING TO KEEP STATIONS AWARE OF COMMUNITY NEEDS AND PROBLEMS. ALSO INCLUDED IS A LIST OF NATIONAL ORGANIZATIONS WHICH CAN HELP CITIZEN GROUPS MAKE RADIO AND TELEVISION STATIONS RESPONSIVE TO THEIR COMMUNITIES. (JK)

AVAILABILITY: / OFFICE OF COMMUNICATION, UNITED CHURCH OF CHRIST, 289 PARK AVENUE SOUTH, NEW YORK, N.Y. 10010

INSTITUTION NAME: UNITED CHURCH OF CHRIST, NEW YORK, N.Y.

ACCESSION NUMBER: ED050581

CLEARINGHOUSE ACCESSION NUMBER: EMJJ8941

PUBLICATION DATE: 71

TITLE: INTERNATIONAL RADIO BROADCASTING: WHO LISTENS?

PERSONAL AUTHOR: BROWNE, DONALD R.

DESCRIPTOR: A *AUDIENCES; BROADCAST INDUSTRY; INTERCULTURAL PROGRAMS; *INTERNATIONAL PROGRAMS; *LISTENING HABITS; MEDIA RESEARCH; *RADIO; *RESEARCH METHODOLOGY; RESEARCH NEEDS; RESEARCH PROBLEMS; SURVEYS

IDENTIFIER: + *ASIA; RADIO AUSTRALIA; RADIO JAPAN; VOICE OF AMERICA; VOICE OF FREE CHINA

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: A 36P.; PAPER PRESENTED AT THE INTERNATIONAL COMMUNICATIONS ASSOCIATION ANNUAL CONFERENCE (PHOENIX, ARIZONA, APRIL 21-24, 1971)

ISSUE: RIESEP71

ABSTRACT: K IT IS DIFFICULT TO OBTAIN RELIABLE DATA ON THE NATURE OF THE AUDIENCE FOR INTERNATIONAL BROADCAST PROGRAMS IN ASIA (E.G., THOSE BEAMED BY THE VOICE OF AMERICA OR RADIO JAPAN). HOWEVER, ANALYSIS OF LISTENER MAIL AND SOME SURVEY RESEARCH HAVE PROVIDED A FAIRLY CLEAR PROFILE OF THE AUDIENCE: YOUNG (AGES 15-34), WELL EDUCATED, URBAN, MALE (BUT WITH A FAIR PROPORTION OF FEMALE STUDENTS), FAIRLY AFFLUENT, OFTEN IN "DECISION-MAKING" OR HIGH-PRESTIGE POSITIONS OR OCCUPATIONS. SIGNIFICANT DEVIATIONS FROM THIS PROFILE MAY APPEAR WHEN A GIVEN INTERNATIONAL STATION HAS BEEN CLEARLY AUDIBLE OVER THE PREDOMINANT DOMESTIC BROADCAST BAND (WHETHER SHORT WAVE OR MEDIUM WAVE). FAR LESS IS KNOWN ABOUT HOW OFTEN, TO WHAT, AND WHY PEOPLE LISTEN TO INTERNATIONAL SERVICES, AND EVEN LESS ABOUT HOW MUCH THEY COMPREHEND OR ACCEPT OF WHAT THEY HEAR. THE RESEARCH METHODS USED TO GATHER DATA ON THESE AUDIENCES HAVE INCLUDED SOLICITATION OF MAIL BY MEANS OF CONTESTS AND "GIVE-AWAYS," REQUESTS FOR COMMENTS ON PROGRAMS, AND QUESTIONNAIRES. LISTENER PANELS ARE ALSO USED. MORE RESEARCH IS NEEDED TO GET CLEAR PICTURES OF THESE AUDIENCES AND THE EFFECTS OF THE BROADCASTS ON THEM. (JK)

INSTITUTION NAME: MINNESOTA UNIV., MINNEAPOLIS.

ACCESSION NUMBER: ED050576

CLEARINGHOUSE ACCESSION NUMBER: EM009936

PUBLICATION DATE: 70

TITLE: THE FUTURE OF SATELLITE COMMUNICATIONS. RESOURCE MANAGEMENT AND THE NEEDS OF NATIONS.

PERSONAL AUTHOR: HINCHMAN, WALTER R.; DUNN, D. A.

DESCRIPTOR: 8 COMMUNICATIONS; *COMMUNICATION SATELLITES; CONSORTIA; FOREIGN RELATIONS; *INTERNATIONAL ORGANIZATIONS; NATURAL RESOURCES; *NETWORKS; RADIO; RADIO TECHNOLOGY; *RESOURCE ALLOCATIONS; *TELECOMMUNICATION; TELEPHONE COMMUNICATION SYSTEMS; TELEVISION

IDENTIFIER: INTELSAT; INTERNATIONAL TELECOMMUNICATIONS SATELLITE CONSORT; *INTERNATIONAL TELECOMMUNICATION UNION; WORLD ADMINISTRATIVE RADIO CONFERENCE

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 80P.; SECOND REPORT OF THE TWENTIETH CENTURY FUND TASK FORCE ON INTERNATIONAL SATELLITE COMMUNICATIONS

ISSUE: RIESEP71

ABSTRACT: I RECENT EVENTS SUGGEST THAT INTELSAT (THE 68-NATION INTERNATIONAL TELECOMMUNICATIONS SATELLITE CONSORTIUM) WILL COORDINATE A NUMBER OF DOMESTIC AND REGIONAL SYSTEMS THAT PROVIDE SATELLITE COMMUNICATIONS SERVICES, SOME OF WHICH WILL BE MAINTAINED BY INTELSAT AND SOME OF WHICH WILL BE INDEPENDENT. THIS REPORT ADDRESSES THE PROBLEMS OF CONFLICT IN FUNCTIONING AND RESOURCE USE THAT SUCH A MULTIPLICITY OF SYSTEMS MAY ENCOUNTER. PRACTICAL METHODS OF DEALING WITH SUCH CONFLICTS, OF MEETING INDIVIDUAL NEEDS, AND OF MAKING THE BENEFITS OF SATELLITE COMMUNICATIONS WIDELY AVAILABLE ARE SUGGESTED. THE REPORT CONCLUDES THAT SUFFICIENT FREQUENCIES AND ORBITAL POSITIONS ARE AVAILABLE FOR ALL FORSEEABLE NEEDS, PROVIDED THERE IS INTELLIGENT ADVANCE PLANNING AND COORDINATION AT THE INTERNATIONAL LEVEL. THE REPORT UNDERLINES THE NEED FOR SUCH PLANNING AND COORDINATION, SUGGESTS THAT ONLY MINIMAL RESTRAINTS BE PLACED ON DIRECT BROADCASTING, AND RECOMMENDS MAJOR STRUCTURAL CHANGES IN THE INTERNATIONAL TELECOMMUNICATION UNION (AN AGENCY OF THE UNITED NATIONS) TO MAKE THAT ORGANIZATION MORE ABLE TO DEAL WITH THE PROBLEMS OF SATELLITE COMMUNICATIONS ON AN INTERNATIONAL BASIS. TWO SEPARATE PAPERS DISCUSS THE ISSUES, PRIMARILY OF SPECTRUM RESOURCE MANAGEMENT, TO BE DECIDED AT THE 1971 WORLD ADMINISTRATIVE RADIO CONFERENCE AND PROPOSE A COMMUNICATION SATELLITE SYSTEM THAT COULD BE BUILT USING EXISTING TECHNOLOGY. (JY)

AVAILABILITY: THE TWENTIETH CENTURY FUND, 41 EAST 70TH STREET, NEW YORK, N.Y. 10021 ($1.00)

INSTITUTION NAME: TWENTIETH CENTURY FUND, NEW YORK, N.Y.

ACCESSION NUMBER: ED049257

CLEARINGHOUSE ACCESSION NUMBER: TE002409

PUBLICATION DATE: APR 71

TITLE:) ELECTIVE ENGLISH PROGRAMS IN JUNIOR AND SENIOR HIGH SCHOOLS; ELEVEN PROGRAM DESCRIPTIONS.

PERSONAL AUTHOR: HARVEY, LINDA, COMP.

DESCRIPTOR: COMPOSITION (LITERARY); COURSE CONTENT; COURSE OBJECTIVES; DRAMATICS; *ELECTIVE SUBJECTS; ENGLISH CURRICULUM; *ENGLISH PROGRAMS; HUMANITIES INSTRUCTION; JOURNALISM; JUNIOR HIGH SCHOOLS; LANGUAGE; LITERATURE; MASS MEDIA; *PROGRAM DESCRIPTIONS; READING INSTRUCTION; SCHEDULING; SECONDARY EDUCATION; SENIOR HIGH SCHOOLS; SPEECH

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$6.58

DESCRIPTIVE NOTE: 114P.

ISSUE: RIEJUL71

ABSTRACT: C ELEVEN PROGRAM OUTLINES OF ELECTIVE ENGLISH CURRICULUMS FOR GRADES 7-12 ARE COLLECTED IN THIS PACKAGE TO SERVE AS A CONVENIENT RESOURCE OF EXAMPLES OF A VARIETY OF ELECTIVE PROGRAMS IN ENGLISH. TYPES OF PROGRAMS INCLUDED RANGE FROM NON-GRADED "MINI-ELECTIVES," AVAILABLE 2 DAYS A WEEK, TO CURRICULUMS MADE UP OF 30 TWELVE-WEEK PHASE-ELECTIVE COURSES. ONE OF THE PROGRAM DESCRIPTIONS INCLUDES AN "ATTITUDINAL INVENTORY" GIVEN TO STUDENTS AT THE BEGINNING AND END OF THE ELECTIVE CURRICULUM'S TRIAL PERIOD. THE PROGRAM OUTLINES REPRESENT BOTH LARGE AND SMALL SCHOOLS, PUBLIC AND PRIVATE, AS WELL AS A STATE DEPARTMENT OF PUBLIC INSTRUCTION. RATIONALES FOR INSTITUTING ELECTIVES, ANNOTATIONS OF COURSE TITLES, AND EXPLANATIONS OF THE SCHEDULING OF COURSES ARE INCLUDED IN THE DESCRIPTIONS. A BIBLIOGRAPHY OF ARTICLES AND GUIDES ON ELECTIVE ENGLISH PROGRAMS IS APPENDED. (SEE ALSO ED 041 182 FOR ANOTHER COMPILATION OF ELECTIVE ENGLISH PROGRAM DESCRIPTIONS.) (LH)

CONTRACT NUMBER: OEC-1-7-070870-5050

INSTITUTION NAME: NATIONAL COUNCIL OF TEACHERS OF ENGLISH, URBANA, ILL. ERIC CLEARINGHOUSE ON THE TEACHING OF ENGLISH.

SPONSORING AGENCY NAME: DOFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.

ACCESSION NUMBER: ED049087

CLEARINGHOUSE ACCESSION NUMBER: SO000684

PUBLICATION DATE: JUN 70

TITLE: NEWSPAPER ACTIVITIES FOR ELEMENTARY CHILDREN.

DESCRIPTOR: C ART ACTIVITIES; ELEMENTARY GRADES; JOURNALISM; LANGUAGE ARTS; *LEARNING ACTIVITIES; *MASS MEDIA; MATHEMATICS INSTRUCTION; *NEWSPAPERS; SCIENCE ACTIVITIES; *SOCIAL STUDIES; SOCIAL STUDIES UNITS; *TEACHING GUIDES

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 43P.

ISSUE: RIEJUL71

ABSTRACT: H "HOW TO BEGIN" INSTRUCTIONS ARE GIVEN IN THIS TEACHERS GUIDE FOLLOWED BY ILLUSTRATED SECTIONS ON USING THE NEWSPAPER IN THE LANGUAGE ARTS, MATHEMATICS, SOCIAL STUDIES, SCIENCE, AND ART PROGRAMS. THE ACTIVITIES IN LANGUAGE ARTS INCLUDE: WORD STUDY AND SPELLING, SPEAKING AND LISTENING, COMPOSITION AND HANDWRITING, COMPREHENSION, CRITICAL THINKING AND PROPAGANDA. MATHEMATICS ACTIVITIES INVOLVE: WHOLE NUMBERS, FRACTIONS, PERCENTAGE-DISCOUNT-INTEREST, AVERAGING, MEASUREMENT, WORD PROBLEMS, VOCABULARY, SIMULATION, AND THE STOCK MARKET. THE SOCIAL STUDIES ACTIVITIES ENCOMPASS: CHILDREN AND POLITICS, VALUES, CONTROVERSIAL ISSUES, SKILLS, POLITICAL CARTOONS, SELF-REALIZATION, COMMUNITY STUDY, CULTURAL HERITAGE, MONEY AND THE ECONOMIC SYSTEM, OUR COUNTRY IN TODAY'S WORLD, MAN'S NATURAL AND TECHNOLOGICAL ENVIRONMENT. THERE ARE SOME BRIEF SCIENCE ACTIVITIES DEALING WITH SCIENTIFIC METHODS, AND ART ACTIVITIES WORKING WITH A COUNTRY ART GUIDE --FOCUS ON ART. (VLW)

INSTITUTION NAME: PINELLAS COUNTY DISTRICT SCHOOL BOARD, CLEARWATER, FLA.

ACCESSION NUMBER: ED048754

CLEARINGHOUSE ACCESSION NUMBER: EM008813

PUBLICATION DATE: MAY 71

TITLE: BLACK VOICES AND FORMAT REGULATIONS: A STUDY IN BLACK-ORIENTED RADIO.

PERSONAL AUTHOR: MEYER, ANTHONY J.

DESCRIPTOR: 1 AUDIENCES; *BLACK COMMUNITY; *BROADCAST INDUSTRY; BUSINESS RESPONSIBILITY; COMMUNITY BENEFITS; COMMUNITY EDUCATION; *COMMUNITY INFLUENCE; INFORMATION NEEDS; LEGAL RESPONSIBILITY; MASS MEDIA; POWER STRUCTURE; *RADIO; SOCIAL RESPONSIBILITY

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 31P.

ISSUE: RIEJUL71

ABSTRACT: BASED ON A STUDY OF BLACK-ORIENTED BROADCASTING CONDUCTED IN 1970, THE PURPOSE OF THIS REPORT IS TO DISCERN AND ELUCIDATE, RATHER THAN MEASURE CONCLUSIVELY, THE DYNAMICS OF ITS "SUCCESS," EMPHASIZING THE POTENTIAL OF SUCH STATIONS TO HAVE A POSITIVE SOCIAL IMPACT ON THEIR COMMUNITIES. FOURTEEN BLACK-ORIENTED STATIONS WERE VISITED, 30 LICENSE APPLICATIONS FOR SUCH STATIONS REVIEWED, AND 150 INTERVIEWS CONDUCTED IN EIGHT MAJOR CITIES WITH COMMUNITY LEADERS, STATION PERSONNEL, AND BROADCASTING EXPERTS. GIVEN THAT THE PURPOSE OF FCC (FEDERAL COMMUNICATION COMMISSION) CONTROL OF PERMISSION TO BROADCAST IS TO SEE THAT THE PUBLIC'S CONVENIENCE, INTEREST, AND NECESSITY ARE SERVED, AND IF BLACK-ORIENTED RADIO HAS THE "AUDIENCE POWER" THAT CAN BE ESTABLISHED FOR IT BY USING A NUMBER OF INDICATORS, THEN IT IS THE AUTHOR'S CONTENTION THAT BLACK-ORIENTED RADIO HAS FAILED TO SERVE THE PUBLIC INTEREST--A CONCLUSION BASED ON ANALYSES OF THE "RHYTHM AND BLUES" FORMAT AS WELL AS THE SPECIFIC PROGRAMMING EMPLOYED BY VIRTUALLY ALL OF THESE STATIONS AND ON THE APPARENT FACT THAT THEIR OWNERSHIP AND PROFIT PATTERNS ARE ORIENTED TO MAXIMAL PROFIT. TWO MAJOR SCENARIOS FOR CHANGE ARE OFFERED: COMMUNITY ORGANIZATION CONTROL OF "NON-PROFIT" BROADCASTING FACILITIES AND/OR FORCEFUL CONTAINMENT OF THE MAXIMAL PROFIT MOTIVE IN PRESENT OWNERSHIP. (MT)

CONTRACT NUMBER: OEC-1-7-070-073-4581

INSTITUTION NAME: STANFORD UNIV., CALIF. ERIC CLEARINGHOUSE ON EDUCATIONAL MEDIA AND TECHNOLOGY.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.

ACCESSION NUMBER: ED048730

CLEARINGHOUSE ACCESSION NUMBER: EM008768

PUBLICATION DATE: 11 DEC 70

TITLE: A MODEL ORDINANCE FOR CABLE TELEVISION FOR THE CITY OF CHICAGO.

DESCRIPTOR: ADMINISTRATIVE AGENCIES; ADMINISTRATIVE POLICY; *CABLE TELEVISION; CITY GOVERNMENT; *CITY WIDE COMMISSIONS; COMMERCIAL TELEVISION; COMMUNITY INVOLVEMENT; GOVERNING BOARDS; GOVERNMENT ROLE; *LAWS; *LEGAL RESPONSIBILITY; POLICY FORMATION; TELECOMMUNICATION; TELEVISION

IDENTIFIER: *CHICAGO

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 15P.

ISSUE: RIEJUL71

ABSTRACT: THIS PROPOSAL LAYS OUT TERMS FOR THE GRANTING AND REGULATION OF CABLE TELEVISION FRANCHISES FOR THE CITY OF CHICAGO. THE RESPONSIBILITY OF FRANCHISEES TO THE PUBLIC IS OUTLINED. THE STRUCTURE AND SUPERVISORY RESPONSIBILITIES OF THE CABLE TELEVISION COMMISSION ARE DESCRIBED, AND THE ROLE OF THE MAYOR AND CITY COUNCIL MEMBERS IS SUGGESTED. WITH MINOR ALTERATIONS, IT CAN BE USED BY ANY MUNICIPALITY OR STATE GOVERNMENT. (JK)

AVAILABILITY: / BETTER BROADCASTING COUNCIL, INC., 53 WEST JACKSON BOULEVARD, CHICAGO, ILLINOIS 60604 ($2.00)

INSTITUTION NAME: BETTER BROADCASTING COUNCIL, CHICAGO, ILL.

ACCESSION NUMBER: ED048723

CLEARINGHOUSE ACCESSION NUMBER: EM008740

PUBLICATION DATE: 71

TITLE: A TAXONOMY OF COMMUNICATION MEDIA.

PERSONAL AUTHOR: BRETZ, RUDY

DESCRIPTOR: AUDIO EQUIPMENT; *AUDIOVISUAL AIDS; *AUDIOVISUAL COMMUNICATION; *COMMUNICATIONS; COMPUTERS; FACSIMILE COMMUNICATION SYSTEMS; FILMS; FILMSTRIPS; INFORMATION THEORY; INSTRUCTIONAL AIDS; *INSTRUCTIONAL MEDIA; MASS MEDIA; MATERIAL DEVELOPMENT; MICROFORMS; MULTIMEDIA INSTRUCTION; RADIO; TAPE RECORDINGS; *TAXONOMY; TELECOMMUNICATION; TELEPHONE COMMUNICATION SYSTEMS; TELEVISION; VIDEO TAPE RECORDINGS

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 168P.

ISSUE: RIEJUL71

ABSTRACT: TWENTY-EIGHT SPECIFIC COMMUNICATION MEDIA ARE DEFINED AND DESCRIBED IN THIS MONOGRAPH. A DISTINCTION IS MADE BETWEEN INFORMATION AND INSTRUCTION AND BETWEEN INSTRUCTIONAL MEDIA AND INSTRUCTIONAL AIDS. A SET OF CRITERIA IS PROPOSED BY MEANS OF WHICH COMMUNICATION MEDIA MAY BE DISTINGUISHED FROM NONMEDIA, ONE MEDIUM MAY BE DISTINGUISHED FROM ANOTHER, AND A SINGLE MEDIUM MAY BE DISTINGUISHED FROM MULTIMEDIA APPLICATIONS. A TWO-DIMENSIONAL CLASSIFICATION SYSTEM FOR COMMUNICATION MEDIA IS PROPOSED. ONE DIMENSION CONSISTS OF SEVEN MEDIA CLASSES WHICH ARE BASED ON TWO WAYS OF REPRESENTING INFORMATION--AUDIO AND VISUAL. IN THE SECOND DIMENSION, COMMUNICATION MEDIA ARE DIVIDED INTO TWO GROUPS, TELEMEDIA AND RECORDING MEDIA. THE DISCUSSIONS AND DEFINITIONS ARE DIRECTED MORE TOWARD MEDIA USERS, PROFESSIONAL PRACTITIONERS, AND DECISION MAKERS THAN TOWARD SCHOLARS OR RESEARCH PEOPLE. A GLOSSARY OF STANDARD MEDIA TERMS AND PHRASES IS PROVIDED. (AUTHOR/JY)

AVAILABILITY: EDUCATIONAL TECHNOLOGY PUBLICATIONS, ENGLEWOOD CLIFFS, NEW JERSEY 07632 ($4.95)

INSTITUTION NAME: RAND CORP., SANTA MONICA, CALIF.

ACCESSION NUMBER: ED047532

CLEARINGHOUSE ACCESSION NUMBER: EM008764

PUBLICATION DATE: 17 FEB 71

TITLE: FORMULATION OF RULES AND POLICIES RELATING TO THE RENEWAL OF BROADCAST LICENSES.

DESCRIPTOR: ADMINISTRATIVE AGENCIES; AGENCY ROLE; *BROADCAST INDUSTRY; BROADCAST TELEVISION; COMMERCIAL TELEVISION; *COMMUNITY INFLUENCE; COMMUNITY INVOLVEMENT; EDUCATIONAL TELEVISION; FEDERAL LAWS; *FEDERAL LEGISLATION; *LEGAL RESPONSIBILITY; RADIO; TELEVISION

IDENTIFIER: FCC; *FEDERAL COMMUNICATIONS COMMISSION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 34P.

ISSUE: RIEJUN71

ABSTRACT: T A SIGNIFICANT INCREASE IN THE NUMBER OF PETITIONS TO DENY BROADCAST LICENSE RENEWAL APPLICATIONS HAS LED THE FEDERAL COMMUNICATIONS COMMISSION (FCC) TO REEXAMINE ITS LICENSE RENEWAL PROCEDURES. THIS NOTICE OF INQUIRY AND PROPOSED RULE MAKING SETS OUT PROPOSED CHANGES IN AND ADDITIONS TO RENEWAL PROCEDURES DESIGNED TO ENSURE THAT A LICENSEE WILL REMAIN RESPONSIVE TO COMMUNITY PROBLEMS THROUGHOUT THE LICENSE PERIOD AND THAT A LICENSEE WILL MAKE THIS RESPONSIBILITY KNOWN TO THE PUBLIC. OTHER CHANGES WOULD COMPEL THE LICENSEE TO ENCOURAGE THE PUBLIC TO COMMENT DURING THE LICENSE PERIOD ON THE STATION'S OPERATION AND TO RESOLVE PROGRAMMING PROBLEMS AT A LOCAL LEVEL. THE AMENDED FCC RULES WOULD ALSO PROVIDE FOR A LONGER PERIOD OF TIME TO PETITION AGAINST LICENSE RENEWAL, TO REPLY TO SUCH A PETITION, AND TO COMMENT ON THE REPLY. THE EXTENT TO WHICH A PETITIONER ATTEMPTED TO COMMUNICATE HIS COMPLAINTS TO THE LICENSEE DURING THE LICENSE PERIOD WOULD BE A CRITERION IN EVALUATING PETITIONS TO DENY RENEWAL. ANOTHER PROVISION WOULD REQUIRE THE LICENSEE TO PROVIDE STATISTICAL DATA EACH YEAR TO THE FCC CONCERNING THE STATION'S OPERATION IN THE FIELD OF COMMUNITY PROGRAMMING. (JY)

AVAILABILITY: FEDERAL COMMUNICATIONS COMMISSION, 1919 M STREET, N.W., WASHINGTON, D.C. 20554 (DOCKET NO. 19153; FCC 71-156, FREE)

INSTITUTION NAME: FEDERAL COMMUNICATIONS COMMISSION, WASHINGTON, D.C.

ACCESSION NUMBER: ED046913

CLEARINGHOUSE ACCESSION NUMBER: TE002065

PUBLICATION DATE: 70

TITLE: MEDIA AND THE TEACHING OF ENGLISH.

PERSONAL AUTHOR: WAGNER, GEOFFREY

DESCRIPTOR: *ENGLISH INSTRUCTION; FILMS; INSTRUCTIONAL MEDIA; *LANGUAGE; *LITERATURE; *MASS MEDIA; ORAL READING

EDRS PRICE: EDRS PRICE MF-$0.65 HC-$3.29

DESCRIPTIVE NOTE: 4P.

ISSUE: RIEMAY71

ABSTRACT: Z ENGLISH IS MADE UP OF LITERATURE (THE ART OF LETTERS) AND ITS ESSENTIAL COMPONENT, LANGUAGE. MEDIA ADAPTATIONS MAY MAKE LITERARY WORKS SUPERFICIALLY MORE VIVID, BUT SINCE ALL SUCH ADAPTATIONS ARE DIVORCED FROM THE FORM OF THE ORIGINAL, THEY ALL DIFFER FROM THE ORIGINAL IN IMPORTANT RESPECTS. WHILE TEACHERS MUST POINT OUT THE SIGNIFICANT DIFFERENCES BETWEEN A LITERARY WORK AND ITS ADAPTATION IN ANOTHER MEDIUM, THEY MUST ALSO EMPHASIZE THEIR SIMILARITY--THE VEHICLE OF LANGUAGE. (DD)

JOURNAL CITATION: USE OF ENGLISH; V21 N3 P204-207 SPR 1970

ACCESSION NUMBER: ED044047

CLEARINGHOUSE ACCESSION NUMBER: EM008541

PROGRAM AREA: 48

PUBLICATION DATE: 26 JUL 68

TITLE: @ IDENTIFICATION AND ANALYSIS OF THE ALTERNATIVES FOR ACHIEVING GREATER TELEVISION PROGRAM DIVERSITY IN THE UNITED STATES.

PERSONAL AUTHOR: DIMLING, JOHN A., JR.; AND OTHERS

DESCRIPTOR: BROADCAST INDUSTRY; BROADCAST TELEVISION; CABLE TELEVISION; COMMERCIAL TELEVISION; COMMUNITY ANTENNAS; COSTS; EDUCATIONAL TELEVISION; ESTIMATED COSTS; INDUSTRY; *MULTICHANNEL PROGRAMING; PROGRAM COSTS; PROGRAMING; PUBLIC TELEVISION; TELEVISION SURVEYS; *TELEVISION VIEWING; VIDEO TAPE RECORDINGS; VIEWING TIME

EDRS PRICE: EDRS PRICE MF-$0.75 HC-$9.40

DESCRIPTIVE NOTE: 186P.

ISSUE: RIEMAR71

ABSTRACT: P SEVERAL ALTERNATIVES TO THE PRESENT TELEVISION INDUSTRY STRUCTURE ARE CONSIDERED IN THIS STUDY. THEY ARE: CONTINUATION OF PRESENT POLICIES, SATELLITE-TO-HOME BROADCASTING, AND CABLE DISTRIBUTION OF TELEVISION. TRENDS NOTED ARE: THE GROWTH OF COMMERCIAL UHF (ULTRA HIGH FREQUENCY) STATIONS, THE INTRODUCTION OF ALL-CHANNEL SETS, POPULATION GROWTH, INCREASE IN NETWORK REVENUE AND EXPENSES, AND UNCHANGING AMOUNT OF LOCAL PROGRAMING, THE GROWTH OF COMMUNITY ANTENNA TELEVISION (CATV), PROGRAM ORIGINATION BY LOCAL CATV SYSTEMS, AND THE CONCENTRATION OF CONTROL WITHIN THE TELEVISION INDUSTRY. THE PROSPECTS FOR WIDER DIVERSITY IN TELEVISION PROGRAMS ARE MIXED. AT PRESENT, EDUCATIONAL TELEVISION CONTRIBUTES TO THIS DIVERSITY. PAY TELEVISION MAY ALSO CONTRIBUTE, BUT IS APT TO ENCOUNTER REGULATORY AND ECONOMIC PROBLEMS. IN THE FUTURE, VIDEO TAPES AND VIDEO RECORDS WILL REACH SELECTIVE AUDIENCES IN THE WAY THAT BOOKS DO. SATELLITE-TO-HOME BROADCASTING OFFERS A GLAMOROUS ALTERNATIVE FOR DISTRIBUTING TELEVISION, BUT DOES NOT SEEM TO OFFER PROGRAM DIVERSITY. CABLE TELEVISION, OR THE WIRED CITY, MAY INCREASE PROGRAM DIVERSITY, DEPENDING UPON ITS SOURCES OF SUPPORT AND THE TYPES OF ORGANIZATIONS THAT WILL MAKE PROGRAMS AVAILABLE. (MF)

REPORT NUMBER: RR-226

GRANT NUMBER: OEG-3-8-080479-0036

BUREAU NUMBER: BR-8-0479

INSTITUTION NAME: PRESIDENT'S TASK FORCE ON COMMUNICATIONS POLICY, WASHINGTON, D.C.; SPINDLETOP RESEARCH CENTER, LEXINGTON, KY.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C. BUREAU OF RESEARCH.

ACCESSION NUMBER: ED043607

CLEARINGHOUSE ACCESSION NUMBER: TE001983

PUBLICATION DATE: 69

TITLE: ENGLISH AND THE MASS MEDIA.

PERSONAL AUTHOR: BEAR, ANDREW

DESCRIPTOR: *CONTENT ANALYSIS; CULTURAL IMAGES; ENGLISH INSTRUCTION; FILM STUDY; INSTRUCTIONAL MATERIALS; *MASS MEDIA; MUSIC; NEWSPAPERS; *READING MATERIAL SELECTION; SECONDARY EDUCATION; TELEVISION CURRICULUM; *TEXTBOOK EVALUATION

EDRS PRICE: EDRS PRICE MF-$0.25 HC-$0.45

DESCRIPTIVE NOTE: 7P.

ISSUE: RIEFEB71

ABSTRACT: DESPITE AN EXCESS OF MATERIALS AVAILABLE TODAY ON CLASSROOM APPROACHES TO THE MASS MEDIA, FEW ENGLISH TEACHERS HAVE EITHER THE TRAINING OR EXPERIENCE TO DETERMINE WHICH STUDIES ARE RELEVANT AND WORTHWHILE OR HOW TO UTILIZE THEM IN THE CLASSROOM. A SURVEY OF SOME OF THIS LITERATURE, THEREFORE, CAN HELP INTERESTED TEACHERS MAKE SELECTIONS APPROPRIATE TO THEIR NEEDS. IN FILM STUDY, SIGNIFICANT BOTH AS A MEDIUM OF MASS ENTERTAINMENT AND AS A MAJOR ART FORM, A NUMBER OF PAMPHLETS, ARTICLES, AND TEXTBOOKS CONTAIN DETAILED DISCUSSION OF AIMS AND METHODS OF FILM STUDY AND LISTS OF FILMS. WHILE ONLY ONE TEXTBOOK IS CURRENTLY AVAILABLE ON POPULAR MUSIC, SEVERAL ESSAYS AND ARTICLES REPRESENT A VARIETY OF CURRENT POINTS OF VIEW ON THE IMPORTANCE OF POP MUSIC IN THE CLASSROOM, INCLUDED AS A MEANS OF TRAINING STUDENTS IN MORE SOPHISTICATED DISCRIMINATION. SOME OF THE CURRENT MATERIALS ON TELEVISION, ADVERTISING, THE PRESS, COMICS, AND POPULAR FICTION BOTH DEMONSTRATE THE CLOSE CONNECTION BETWEEN MASS MEDIA AND THE TEACHING OF LITERATURE AND SET MASS MEDIA IN ITS PROPER SOCIAL CONTEXT AND IN THE LIVES OF TODAY'S STUDENTS. (INCLUDED ARE A CHECKLIST AND AN ANALYSIS OF CURRENT ESSAYS, JOURNAL ARTICLES, TEXTBOOKS, AND BOOKS, LARGELY BRITISH, ON VARIOUS ASPECTS OF THE MASS MEDIA.) (DD)

JOURNAL CITATION: USE OF ENGLISH; V21 N1 P13-19 AUTUMN 1969

ACCESSION NUMBER: ED043191

CLEARINGHOUSE ACCESSION NUMBER: EM007725

PUBLICATION DATE: 10 SEP 69

TITLE: AN EXTENDED ANALYSIS OF COMMUNICATIONS MATERIALS.

PERSONAL AUTHOR: WONG, PAUL

DESCRIPTOR: 2 CHINESE CULTURE; *COMMUNISM; CONTENT ANALYSIS; CORRELATION; ELECTRONIC DATA PROCESSING; MASS MEDIA; *POLITICAL SCIENCE; PROGRAMING; *SOCIOMETRIC TECHNIQUES; TELECOMMUNICATION

IDENTIFIER: *CHINA

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 12P.

ISSUE: RIEFEB71

ABSTRACT: W QUANTITATIVE TECHNIQUES OF CONTENT ANALYSIS WERE USED ON DOCUMENTARY AND MASS COMMUNICATION MATERIAL FROM COMMUNIST CHINA AS A MEANS OF IDENTIFYING AND ACCOUNTING FOR SOCIAL, POLITICAL, AND ECONOMIC CHANGE IN THAT SOCIETY. ARTICLES FROM "THE PEOPLE'S DAILY" AND THE "CHINA YOUTH POST," RADIO DISPATCHES, WALL POSTERS, TERMS, AND SLOGANS WERE CODED MANUALLY, ACCORDING TO A SYSTEMATICALLY CONSTRUCTED SCHEME. ANALYSIS WAS DONE BY A HIGH-SPEED COMPUTER. THE TECHNIQUE UNCOVERED A NEW APPROACH TO THE STUDY OF COMMUNIST CHINA THROUGH THE RISE AND FALL OF ITS SOCIAL MOVEMENTS. AN ANALYSIS OF CHANGES IN LEADERSHIP AND ORGANIZATION IN THE AREA OF CHINA STUDIED WAS ALSO MADE POSSIBLE BY THIS METHOD OF INQUIRY. THESE RESULTS SUGGEST THAT THE METHOD USED IN THE STUDY MAY BE A USEFUL ONE IN THE STUDY OF SOCIAL STRUCTURES, MASS COMMUNICATIONS, AND THE RELATIONSHIP BETWEEN THE PRESS AND SOCIETY. A BIBLIOGRAPHY IS APPENDED. (AUTHOR/JY)

AVAILABILITY: : CLEARINGHOUSE FOR FEDERAL SCIENTIFIC AND TECHNICAL INFORMATION, SPRINGFIELD, VA. 22151 (AD-694 589, MF $.65, HC $3.00)

INSTITUTION NAME: CALIFORNIA UNIV., BERKELEY. SURVEY RESEARCH CENTER.

SPONSORING AGENCY NAME: DAIR FORCE OFFICE OF SCIENTIFIC RESEARCH, ARLINGTON, VA.

ACCESSION NUMBER: ED042756

CLEARINGHOUSE ACCESSION NUMBER: TE002055

PUBLICATION DATE: OCT 66

TITLE: RADIO AND TELEVISION IN THE SECONDARY SCHOOL.

PERSONAL AUTHOR: LYNCH, JAMES E., ED.

DESCRIPTOR: < ADMINISTRATOR ROLE; AUDIOVISUAL AIDS; BROADCAST INDUSTRY; BROADCAST TELEVISION; COMMERCIAL TELEVISION; EDUCATIONAL RADIO; EDUCATIONAL TELEVISION; HIGH SCHOOL CURRICULUM; INSTRUCTIONAL INNOVATION; *INSTRUCTIONAL MEDIA; *MASS MEDIA; *RADIO; *SECONDARY EDUCATION; TEACHER EDUCATION; TEACHER ROLE; TELEVISED INSTRUCTION; *TELEVISION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 226P.

ISSUE: RIEJAN71

ABSTRACT: THE ARTICLES, IN THIS ISSUE, BY MORE THAN 40 AUTHORS, ARE DIVIDED INTO FIVE PARTS: THE FIRST TWO PARTS PROVIDE AN HISTORICAL PERSPECTIVE OF RADIO AND TELEVISION (BOTH COMMERCIAL AND EDUCATIONAL) AND A BASIS FOR JUDGING THE IMPACT OF BROADCASTING ON SOCIETY; THE THIRD PART CONCERNS THE TEACHING OF BROADCASTING IN THE SCHOOL AND THE USES OF RADIO AND TELEVISION FOR SUPPLEMENTAL, ENRICHMENT, OR DIRECT INSTRUCTION WITHIN THE CURRICULUM; THE FOURTH PART SURVEYS FUTURE UTILIZATION OF THESE MEDIA IN THE SCHOOLS--E.G., TELEVISION FOR THE EXCEPTIONAL CHILD, TEACHER AND ADMINISTRATOR ROLES, CLOSED CIRCUIT TELEVISION; AND THE FIFTH PART CONTAINS ADVICE AND DIRECTION REGARDING THE STUDY AND USES OF RADIO AND TELEVISION IN THE SCHOOL. A BIBLIOGRAPHY ON RADIO AND TELEVISION IS INCLUDED. (JMC)

AVAILABILITY: / SPEECH COMMUNICATION ASSOCIATION, STATLER HILTON HOTEL, NEW YORK, N.Y. 10001 ($2.00, PREPAID)

JOURNAL CITATION: NASSP BULLETIN; V50 N312 ENTIRE ISSUE OCT 1966

INSTITUTION NAME: NATIONAL ASSOCIATION OF SECONDARY SCHOOL PRINCIPALS, WASHINGTON, D.C.; SPEECH ASSOCIATION OF AMERICA, NEW YORK, N.Y.

ACCESSION NUMBER: ED042361

CLEARINGHOUSE ACCESSION NUMBER: EM008379

PUBLICATION DATE: 69

TITLE: MASS COMMUNICATION LAW; CASES AND COMMENT.

PERSONAL AUTHOR: GILLMOR, DONALD M.; BARRON, JEROME A.

DESCRIPTOR: ; BROADCAST INDUSTRY; FREEDOM OF SPEECH; JOURNALISM; *LAWS; *MASS MEDIA; PUBLISHING INDUSTRY

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 853P.

ISSUE: RIEJAN71

ABSTRACT: , THE TEACHING MATERIALS PRESENTED IN THIS CASEBOOK COMBINE TWO PERSPECTIVES: THAT OF THE JOURNALIST AND THAT OF THE LAWYER. THE HOLDINGS OF THE COURTS ON CASES INVOLVING THE FIRST AMENDMENT, LIBEL, PORNOGRAPHY, FAIR TRIAL, FREE PRESS, AND THE REGULATION OF RADIO AND TELEVISION BROADCASTING ARE PRESENTED. IN ADDITION SOME PROBLEMS OF LAW AND JOURNALISM ARE DISCUSSED MORE BRIEFLY--FREEDOM OF INFORMATION, THE RIGHT OF PRIVACY, ADVERTISING, COPYRIGHT, ETC. THE CASEBOOK RELIES MAINLY ON THE WORDS OF THE JUDGES THEMSELVES AND PROVIDES COMMENTS AND QUESTIONS FOR DISCUSSION. APPENDICES CONTAIN THE REPORT OF THE COMMITTEE ON THE OPERATION OF THE JURY SYSTEM ON THE "FREE PRESS-FREE TRIAL" ISSUE, THE CASE OF RED LION BROADCASTING V. FEDERAL COMMUNICATIONS COMMISSION, AND SELECTED PROVISIONS OF THE FEDERAL COMMUNICATIONS ACT OF 1934. A SUBJECT INDEX IS ALSO PROVIDED. (JY)

AVAILABILITY: WEST PUBLISHING COMPANY, ST. PAUL, MINNESOTA 55102 ($12.50)

ACCESSION NUMBER: ED041882

CLEARINGHOUSE ACCESSION NUMBER: TE001691

PUBLICATION DATE: 66

TITLE: UNITS ON THE STUDY OF THE NEWSPAPER FOR ENGLISH CLASSES, GRADES 7-12.

PERSONAL AUTHOR: COWNING, EDNA C.

DESCRIPTOR: CLASS ACTIVITIES; CLASS NEWSPAPERS; DEMOCRATIC VALUES; *ENGLISH INSTRUCTION; FREEDOM OF SPEECH; LISTENING SKILLS; MASS MEDIA; NEWS MEDIA; *NEWSPAPERS; PRESS OPINION; PROPAGANDA; PUBLIC OPINION; READING SKILLS; *SECONDARY EDUCATION; SPEECH SKILLS; *TEACHING GUIDES; TEACHING METHODS; WRITING SKILLS

EDRS PRICE: EDRS PRICE MF-$0.50 HC NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 85P.

ISSUE: RIEDEC70

ABSTRACT: EMPHASIZING THE NEWSPAPER'S INFLUENCE ON PEOPLE'S LIVES AND OPINIONS AND ITS ROLE IN PRESERVING A DEMOCRATIC GOVERNMENT, THIS TEACHING GUIDE ATTEMPTS TO PROMOTE STUDENT UNDERSTANDING AND APPRECIATION OF THE FUNCTIONS, SERVICE, AND RESPONSIBILITIES OF THE PRESS. UNITS FOR GRADES 7-12 FOCUS ON PARTICULAR ASPECTS OF THE NEWSPAPER: INTRODUCTION TO THE PURPOSES AND CONTENT OF A NEWSPAPER (GRADE 7); STUDY OF THE HISTORY OF NEWSPAPERS AND OF NEWS ANALYSIS (GRADE 8); HOW TO READ, USE, AND WRITE FOR A NEWSPAPER (GRADE 9); HISTORY OF THE AMERICAN PRESS, THE OBLIGATION OF THE PRESS TO THE COMMUNITY, AND THE RESPONSIBILITIES OF CITIZENS IN MAINTAINING A FREE PRESS (GRADE 10); EXAMINATION OF THE NATURE, TECHNIQUES, AND KINDS OF PROPAGANDA (GRADE 11); AND COMPARATIVE STUDY AND CONTENT ANALYSIS OF NEWSPAPERS (GRADE 12). READING, WRITING, SPEAKING, AND LISTENING SKILLS ARE EMPHASIZED IN SPECIFIC CLASSROOM ACTIVITIES SUGGESTED FOR EACH GRADE. A BIBLIOGRAPHY OF BOOKS AND FILMS, WITH SOME ANNOTATIONS, IS INCLUDED. (JMC)

AVAILABILITY: AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION FOUNDATION, 750 THIRD AVENUE, NEW YORK, N.Y. 10017 ($1.50)

ACCESSION NUMBER: ED041449

CLEARINGHOUSE ACCESSION NUMBER: EM007993

PUBLICATION DATE: 69

TITLE:) NATIONAL AND INTERNATIONAL SYSTEMS OF BROADCASTING; THEIR HISTORY, OPERATION AND CONTROL.

PERSONAL AUTHOR: EMERY, WALTER B.

DESCRIPTOR: / *BROADCAST INDUSTRY; INTERNATIONAL ORGANIZATIONS; INTERNATIONAL PROGRAMS; *RADIO; *TELEVISION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 752P.

ISSUE: RIEDEC70

ABSTRACT: THE IMPORTANT BROADCASTING SYSTEMS IN ALL PARTS OF THE WORLD ARE ANALYZED AND THEIR ORIGINS, DEVELOPMENT, AND PRESENT OPERATIONS ARE EXPLAINED IN THIS BOOK. A FIRST PART CONCENTRATES ON NATIONAL SYSTEMS OF BROADCASTING AND IS DIVIDED INTO SECTIONS CONTAINING INFORMATION ON NORTH AND CENTRAL AMERICA; THE UNITED KINGDOM AND IRELAND; THE BENELUX COUNTRIES; THE NORDEN COUNTRIES; FRANCE AND THE MEDITERRANEAN COUNTRIES; THE MIDDLE EUROPEAN COUNTRIES; THE IBERIAN PENINSULA; THE SOVIET UNION AND EASTERN EUROPE; THE MIDDLE EAST; AND AFRICA, ASIA, AND AUSTRALIA. INTERNATIONAL BROADCASTING IS COVERED IN THE SECOND PART WITH SECTIONS ON INTERNATIONAL ORGANIZATIONS CONCERNED WITH BROADCASTING ACROSS NATIONAL BOUNDARIES, AMERICAN BROADCASTING OVERSEAS, AND THE "PIRATE" STATIONS. (SP)

AVAILABILITY: MICHIGAN STATE UNIVERSITY PRESS, MICHIGAN STATE UNIVERSITY, EAST LANSING, MICHIGAN 48823 ($12.50)

SPONSORING AGENCY NAME: DMICHIGAN STATE UNIV., EAST LANSING.

ACCESSION NUMBER: ED041182

CLEARINGHOUSE ACCESSION NUMBER: AA000590

PUBLICATION DATE: SEP 70

TITLE: ELECTIVE ENGLISH PROGRAMS IN JUNIOR AND SENIOR HIGH SCHOOLS.

PERSONAL AUTHOR: KUBICEK, LINDA, COMP.

DESCRIPTOR: / COMPLEXITY LEVEL; COMPOSITION (LITERARY); COURSE CONTENT; COURSE OBJECTIVES; DRAMATICS; *ELECTIVE SUBJECTS; ENGLISH CURRICULUM; *ENGLISH PROGRAMS; HUMANITIES; INDEPENDENT STUDY; JOURNALISM; JUNIOR HIGH SCHOOLS; LANGUAGE; LITERATURE; MASS MEDIA; *PROGRAM DESCRIPTIONS; READING INSTRUCTION; SCHEDULING; SECONDARY EDUCATION; SENIOR HIGH SCHOOLS; SPEECH

EDRS PRICE: EDRS PRICE MF-$0.50 HC-$6.35

DESCRIPTIVE NOTE: 125P.

ISSUE: RIEDEC70

ABSTRACT: FOURTEEN PROGRAM OUTLINES OF ELECTIVE ENGLISH CURRICULUMS, REPRESENTING 13 SCHOOL SYSTEMS, ARE COLLECTED IN ONE PACKAGE TO SERVE AS A CONVENIENT RESOURCE FOR EXAMPLES OF ELECTIVE PROGRAMS IN ENGLISH--TWO JUNIOR HIGH SCHOOL PROGRAMS AND 12 SENIOR HIGH ONES. FOR ALL OF THE PROGRAMS, DESCRIPTIONS OF THE CONTENTS OF INDIVIDUAL COURSES, INDICATING THEIR LENGTHS, ARE PROVIDED. TYPES OF COURSES DESCRIBED RANGE FROM SEMINARS ON LITERARY FIGURES TO WORKSHOPS IN WHICH THE STUDENTS THEMSELVES DETERMINE WHAT THEY STUDY. ADDITIONAL INFORMATION GIVEN FOR SOME COURSES INCLUDES THE RATIONALE FOR INITIATING THE ELECTIVE CURRICULUM, AN ACCOUNT OF THE SCHEDULING OF THE SEVERAL COURSES, AN EXPLANATION OF "PHASES" WHICH INDICATE SKILLS NEEDED FOR THE COURSES, AND THE REQUIREMENTS FOR GRADUATION. A BIBLIOGRAPHY OF ARTICLES AND GUIDES ON ELECTIVE ENGLISH PROGRAMS IS APPENDED. (LK)

INSTITUTION NAME: NATIONAL COUNCIL OF TEACHERS OF ENGLISH, CHAMPAIGN, ILL. ERIC CLEARINGHOUSE ON TEACHING OF ENGLISH.

ACCESSION NUMBER: ED040588

CLEARINGHOUSE ACCESSION NUMBER: EM008146

PUBLICATION DATE: 70

TITLE: TELEVISION FOR WORLD UNDERSTANDING.

PERSONAL AUTHOR: TYLER, I. KEITH

DESCRIPTOR: * COMMUNICATION SATELLITES; EDUCATIONAL TELEVISION; *INTERNATIONAL EDUCATION; TELECOMMUNICATION; *TELEVISION; WORLD AFFAIRS

EDRS PRICE: EDRS PRICE MF-$0.50 HC NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 81P.

ISSUE: RIENOV70

ABSTRACT: TELEVISION WILL BE A VALUABLE TOOL IN PREPARING PEOPLE TO COPE WITH A SHRINKING AND INCREASINGLY INTERDEPENDENT WORLD. A CHILD LEFT TO HIS OWN DEVICES WILL EQUATE "STRANGENESS" WITH "DANGER". TELEVISION CAN BRING A WIDE VARIETY OF EXPERIENCES WITH DIFFERENT CULTURES TO A CHILD AND HELP HIM TO FORMULATE AN UNDERSTANDING OF HIS PLACE IN THE WORLD. TELEVISION, PARTICULARLY WITH THE AID OF A COMMUNICATIONS SATELLITE, CAN BE USED FOR INSTRUCTIONAL, EDUCATIONAL, OR INFORMATIONAL PURPOSES TO DEVELOP BETTER WORLD UNDERSTANDING. FOR APPROACHES TO THE USE OF TELEVISION IN IMPROVING INTERNATIONAL RELATIONS ARE (1) PROVIDE CHILDREN WITH AN OPPORTUNITY TO DISCUSS UNUSUAL INTERNATIONAL INCIDENTS ENCOUNTERED IN THEIR TELEVISION VIEWING, (2) USE OUT-OF-SCHOOL TELECASTS TO ILLUSTRATE ONGOING TEACHING-LEARNING INVOLVING INTERNATIONAL CONTENT, (3) SYSTEMATICALLY EXAMINE TELEVISION AS A MAJOR INFLUENCE AT SEVERAL CRITICAL POINTS IN THE K-12 CURRICULUM, AND (4) USE INSTRUCTIONAL TELEVISION SERIES TO IMPLEMENT UNITS AND COURSES WITH INTERNATIONAL CONTENT. (JY)

AVAILABILITY: J PUBLICATION-SALES SECTION, NATIONAL EDUCATIONAL ASSOCIATION, 1201 SIXTEENTH ST., N.W., WASHINGTON, D.C. 20036, HC ONLY (NO. 711-18660, $1.50)

INSTITUTION NAME: NATIONAL EDUCATION ASSOCIATION, WASHINGTON, D.C. DIV. OF EDUCATIONAL TECHNOLOGY.

ACCESSION NUMBER: ED038874

CLEARINGHOUSE ACCESSION NUMBER: EM007994

PUBLICATION DATE: 70

TITLE: HOW TO TALK BACK TO YOUR TELEVISION SET.

PERSONAL AUTHOR: JOHNSON, NICHOLAS

DESCRIPTOR: *BROADCAST INDUSTRY; COMMUNICATIONS; FEDERAL LEGISLATION; MASS MEDIA; MEDIA TECHNOLOGY; *TELEVISION

IDENTIFIER: FEDERAL COMMUNICATIONS COMMISSION

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 228P.

ISSUE: RIESEP70

ABSTRACT: T NICHOLAS JOHNSON IS A MEMBER OF THE FEDERAL COMMUNICATIONS COMMISSION. IN THIS BOOK HE DISCUSSES THE GROWING CONCENTRATION OF OWNERSHIP AND CONTROL OF THE MASS MEDIA IN THE HANDS OF A FEW PEOPLE. HE DEALS WITH THE QUESTIONS OF CORPORATE CENSORSHIP, AND THE PRESENT AND POTENTIAL IMPACT OF THE MASS MEDIA ON RACE RELATIONS. THE LARGER ISSUES POSED BY OUR DEVELOPING COMMUNICATIONS TECHNOLOGY ARE DISCUSSED. HE SURVEYS THE GROWTH OF CABLE TELEVISION AS AN ALTERNATIVE TO OVER-THE-AIR BROADCASTING. IN THE BOOK'S CLOSING CHAPTERS HE PROPOSES SPECIFIC CHANGES IN BROADCASTING, SOME OF WHICH MUST BE BROUGHT ABOUT BY CONGRESS OR THE FEDERAL COMMUNICATIONS COMMISSION AND SOME THAT CAN BE EFFECTED BY THE ACTIONS OF INDIVIDUAL CITIZENS. (JY)

AVAILABILITY: < LITTLE, BROWN AND COMPANY, 34 BEACON STREET, BOSTON, MASS. 02106 ($5.75)

ACCESSION NUMBER: ED038407

CLEARINGHOUSE ACCESSION NUMBER: TE001787

PUBLICATION DATE: 69

TITLE: COMMUNICATIONS CONTROL: READINGS IN THE MOTIVES AND STRUCTURES OF CENSORSHIP.

PERSONAL AUTHOR: PHELAN, JOHN, ED.

DESCRIPTOR: + *CENSORSHIP; COMMERCIAL TELEVISION; COMMUNICATION PROBLEMS; *CULTURAL ENRICHMENT; FILMS; FREEDOM OF SPEECH; JOURNALISM; LEGAL PROBLEMS; LITERARY ANALYSIS; MASS MEDIA; MORAL ISSUES; ORAL COMMUNICATION; POLITICAL ATTITUDES; *POLITICAL ISSUES; POLITICAL SOCIALIZATION; PUBLICATIONS; *RELIGIOUS CONFLICT; *SEXUALITY; TELECOMMUNICATION

IDENTIFIER: ESPIONAGE ACT; INNIS (HAROLD ADAMS); MCLUHAN (MARSHALL)

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 238P.

ISSUE: RIEAUG70

ABSTRACT: DEFINING CENSORSHIP AS ANY CONTROL THAT LIMITS THE INTENDED CONTENT OF ANY COMMUNICATION, 10 ESSAYS EXPLORE THE PHENOMENON OF CENSORSHIP, ITS SOURCES, ITS FORMS, AND THE MANNER IN WHICH IT OPERATES IN THE AREAS OF POLITICS, RELIGION, AESTHETICS, AND SEX. FOCUSED ON THE VARIED RELATIONSHIPS OF CENSORSHIP TO SOCIETY AND THE INDIVIDUAL, ESSAYS DEAL WITH THE EARLY CHURCH ATTITUDE TOWARD HERETICS, BRAINWASHING IN CHINA, THE WORK OF HAROLD INNIS AND MARSHALL MCLUHAN, THE INFLUENCE OF TELEVISION ON AMERICAN POLITICS, THE COMMUNICATIVE PROCESS AND PURPOSES OF READING LITERATURE, THE PURPOSES AND FORM OF FILM AS AN ART, THE RELATIONSHIP OF OBSCENITY TO AESTHETICS, LANGUAGE AS A BRIDGE OR A DEFENSE, THE ANGLO-SAXON LEGAL HISTORY OF CONTROL OF SPEECH AND PRINT, AND THE ESPIONAGE ACT AND THE ABRAMS CASE. AUTHORS OF ESSAYS ARE HENRY KAMEN, ROBERT JAY LIFTON, JAMES W. CAREY, ROBERT MACNEIL, C. S. LEWIS, JOHN HOWARD LAWSON, ABRAHAM KAPLAN, WALTER J. ONG, EDWARD G. HUDON, AND ZECHARIAH CHAFEE, JR. (MF)

AVAILABILITY: (SHEED & WARD, INC., 64 UNIVERSITY PLACE, NEW YORK, NEW YORK 10003 ($6.50)

ACCESSION NUMBER: ED037458

CLEARINGHOUSE ACCESSION NUMBER: TE001765

PUBLICATION DATE: 69

TITLE: PHASE-ELECTIVE ENGLISH: AN EXPERIMENTAL PROGRAM FOR GRADES ELEVEN AND TWELVE.

DESCRIPTOR: AMERICAN LITERATURE; COMPOSITION SKILLS (LITERARY); CREATIVE WRITING; CURRICULUM DEVELOPMENT; *ELECTIVE SUBJECTS; *ENGLISH INSTRUCTION; ENGLISH LITERATURE; *EXPERIMENTAL CURRICULUM; HUMANITIES; MASS MEDIA; ORAL COMMUNICATION; POETRY; READING PROGRAMS; *SECONDARY EDUCATION; TEACHING TECHNIQUES; THEATER ARTS; *UNGRADED CURRICULUM; VOCATIONAL INTERESTS

IDENTIFIER: SHAKESPEARE (WILLIAM)

EDRS PRICE: EDRS PRICE MF-$0.75 HC-$8.60

DESCRIPTIVE NOTE: 170P.

ISSUE: RIEJUL70

ABSTRACT: THIS REPORT OF AN EXPERIMENTAL PROGRAM, DEVELOPED AT THE JEFFERSONTOWN HIGH SCHOOL IN LOUISVILLE, KENTUCKY, DESCRIBES 26 NONGRADED ELECTIVE ENGLISH COURSES WHICH ARE DIVIDED INTO FIVE ABILITY-LEVEL PHASES. PHASE 1 AND 2 COURSES (FOR LESS ADVANCED STUDENTS) DEAL WITH SUCH AREAS AS DEVELOPMENTAL READING, VOCATIONAL ENGLISH, ORAL COMMUNICATION, HUMANITIES, AND COMPOSITION; PHASES 3 THROUGH 5 (REQUIRING MORE HIGHLY DEVELOPED SKILLS AND UNDERSTANDINGS) FOCUS ON CREATIVE WRITING, POETRY, THEATER ARTS, SHAKESPEARE, AND ENGLISH AND AMERICAN LITERATURE. LITERARY OBJECTIVES, AN OUTLINE OF CONTENT, A WEEK-BY-WEEK DESCRIPTION OF ACTIVITIES, SUGGESTED TEACHING APPROACHES, A LIST OF SUPPLEMENTARY MATERIALS, AND A BIBLIOGRAPHY ARE PROVIDED FOR EACH COURSE, WHICH LASTS 12 WEEKS. APPENDED IS THE SCHOOL'S BOOK SELECTION AND MATERIAL REEVALUATION POLICY. (MF)

INSTITUTION NAME: JEFFERSON COUNTY BOARD OF EDUCATION, LOUISVILLE, KY.

ACCESSION NUMBER: EC034946

CLEARINGHOUSE ACCESSION NUMBER: AC006232

PUBLICATION DATE: 68

TITLE: CORRESPONDENCE EDUCATION THROUGH A NATIONAL NEWSPAPER.

PERSONAL AUTHOR: CLARKE, R. F.

DESCRIPTOR: S ADULT EDUCATION; *CORRESPONDENCE COURSES; COURSE EVALUATION; COURSE ORGANIZATION; *DEVELOPING NATIONS; EVENING CLASSES; *MASS INSTRUCTION; MASS MEDIA; *NATIONAL PROGRAMS; *NEWSPAPERS; QUESTIONNAIRES; TEACHER ROLE; TUTORING

IDENTIFIER: AFRICA; *UGANDA

EDRS PRICE: EDRS PRICE MF-$0.25 HC-$1.55

DESCRIPTIVE NOTE: 29P.

ISSUE: RIEMAY70

ABSTRACT: THE DEPARTMENT OF EXTRA-MURAL STUDIES OF MAKERERE UNIVERSITY COLLEGE, UGANDA, EXPERIMENTED WITH DEVELOPING CORRESPONDENCE COURSES IN SEVERAL SUBJECTS WHICH WERE PUBLISHED IN THE WEEKLY NEWSPAPER "THE PEOPLE" DURING 1967. THREE 30-WEEK COURSES (COMMUNICATION, ELEMENTS OF GOVERNMENT, AND ECONOMICS) WERE INCLUDED IN A SPECIAL SUPPLEMENT TO THE PAPER; THE PUBLISHING OF THE SUPPLEMENT WAS FINANCED MAINLY BY A GRANT FROM THE MILTON OBOTE FOUNDATION. ALTHOUGH PROBLEMS WERE ENCOUNTERED WITH FINDING AND HOLDING TUTORS COMPETENT TO MARK THE EXERCISES, AND WITH MAINTAINING THE INTEREST OF STUDENTS FOR THE LENGTH OF THE COURSE, IT WAS FELT THAT THE NEWSPAPER WAS AN EXCELLENT INSTRUMENT FOR EXPLOITATION IN FORMAL ADULT EDUCATION PROGRAMS, AND THAT MORE COURSES SHOULD BE INITIATED THROUGH THE NEWSPAPERS. RESIDENT TUTORS ASSIGNED TO SPECIFIC AREAS OF THE COUNTRY ATTEMPTED TO ARRANGE EVENING CLASSES AND LECTURES IN CONJUNCTION WITH OR SUPPLEMENTARY TO THE CORRESPONDENCE COURSE; WHERE THIS WAS POSSIBLE, THE FACE-TO-FACE TEACHING EXPERIENCE WAS FOUND TO BE VERY VALUABLE. RESULTS OF A QUESTIONNAIRE COMPLETED BY STUDENTS INDICATED GENERALLY POSITIVE IMPRESSIONS OF THE PROGRAM. (MF)

INSTITUTION NAME: MAKERERE UNIV. COLL., KAMPALA (UGANDA).

ACCESSION NUMBER: ED034762

CLEARINGHOUSE ACCESSION NUMBER: TE001602

PUBLICATION DATE: FEB 60

TITLE: WIRED FOR SOUND: TEACHING, COMMUNICATIONS, AND TECHNOLOGICAL CULTURE.

PERSONAL AUTHOR: ONG, WALTER J.

DESCRIPTOR: 7 AUDIOVISUAL COMMUNICATION; *COMMUNICATION (THOUGHT TRANSFER); *CULTURAL TRAITS; *ENGLISH INSTRUCTION; *MASS MEDIA; *ORAL COMMUNICATION; RADIO; SOCIAL CHANGE; SOCIAL CHARACTERISTICS; SOCIAL INFLUENCES; TEACHING; TELEVISION; VERBAL COMMUNICATION

EDRS PRICE: EDRS PRICE MF-$0.25 HC-$0.45

DESCRIPTIVE NOTE: 9 7P.; REPRINTED FROM "COLLEGE ENGLISH," FEBRUARY 1960, AND APPEARS AS CHAPTER 12 IN WALTER J. ONG, "THE BARBARIAN WITHIN" (NEW YORK: MACMILLAN, 1962)

ISSUE: RIEAPR70

ABSTRACT: I BECAUSE AN ENGLISH TEACHER'S WORK INVOLVES COMMUNICATION AT THE HIGHEST LEVEL WITH THE PAST, PRESENT, AND FUTURE, HE MUST BE MORE SENSITIVE THAN OTHER MEN TO CHANGES IN THE COMMUNICATIVE PROCESS. THE COMMUNICATION APPROACHES OF THE CLASSICAL PERIOD, DIALOGUE AND ARGUMENTATION, GAVE WAY TO A MORE "MANUSCRIPT CULTURE" IN THE MIDDLE AGES, AND, BY MODERN TIMES, BOOKS HAD ALMOST COMPLETELY REPLACED ORAL COMMUNICATION. TODAY, HOWEVER, COMMUNICATION BY SOUND IS ENJOYING A REVITALIZATION. THIS TREND IS ILLUSTRATED IN THE NEW EMPHASIS ON SPOKEN LANGUAGE, IN THE AUDIO-VISUAL RESOURCES AVAILABLE IN LIBRARIES AND HOMES, AND IN THE ENORMOUS INFLUENCE OF RADIO AND TELEVISION. THE HEIGHTENING OF THE ORAL-AURAL ELEMENT HAS SUBTLY ENLARGED THE PERSONALIST ELEMENT IN AMERICAN CULTURE. THE TV DISCUSSION SHOW, THE EMPHASIS ON PERSONALITY PROBLEMS, AND THE PERPETUAL SEARCH FOR PERSONAL IDENTITY REFLECT THIS SELF-CONSCIOUS PERSONALISM. FOR LANGUAGE AND LITERATURE STUDY, THE CULTURAL CHANGE HAS SHIFTED THE FOCUS FROM RHETORIC BACK TO DIALOGUE AND HAS UNDERLINED THE IMPORTANCE OF VOICE IN HUMAN ACTIVITIES. TO RESPOND TODAY TO LITERATURE AND CULTURE, THE TEACHER MUST SERIOUSLY REFLECT ON CONTEMPORARY COMMUNICATIONS MEDIA. (LH)

AVAILABILITY: : NATIONAL COUNCIL OF TEACHERS OF ENGLISH, 508 SOUTH SIXTH STREET, CHAMPAIGN, ILL. 61820 (STOCK NO. 10703, 10 FOR $2.00)

ACCESSION NUMBER: ED033952

CLEARINGHOUSE ACCESSION NUMBER: TE001610

PUBLICATION DATE: SEP 69

TITLE: WHAT TEENAGERS READ IN THE HOMETOWN DAILY NEWSPAPER.

PERSONAL AUTHOR: CAMPBELL, LAURENCE R.

DESCRIPTOR: CURRENT EVENTS; EDUCATIONAL OBJECTIVES; ENGLISH INSTRUCTION; INFORMATION DISSEMINATION; *JOURNALISM; MASS MEDIA; NEWS MEDIA; *NEWSPAPERS; *READING HABITS; SECONDARY SCHOOL STUDENTS; STUDENT INTERESTS; TEACHER EDUCATION; TEACHER INFLUENCE; *TEENAGERS

EDRS PRICE: EDRS PRICE MF-$0.50 HC-$5.25

DESCRIPTIVE NOTE: 103P.

ISSUE: RIEMAR70

ABSTRACT: TO STUDY THE LOCAL NEWSPAPER READING HABITS OF TEENAGERS FROM SIX SCHOOLS IN FLORIDA AS COMPARED WITH THOSE OF TEENAGERS FROM SIX SCHOOLS IN OTHER STATES, A FOUR-PAGE QUESTIONNAIRE WAS ADMINISTERED TO A TOTAL OF 887 STUDENTS IN ENGLISH AND JOURNALISM CLASSES. AMONG READING CATEGORIES LISTED ON THE QUESTIONNAIRE WERE DOMESTIC NEWS ITEMS, WORLD NEWS, NON-NEWS CONTENT (FEATURE ARTICLES, COMICS, EDITORIALS, SYNDICATED COLUMNS) AND ADVERTISEMENTS. TENTATIVE CONCLUSIONS SUGGESTED THAT (1) TEENAGERS READ THE DAILY NEWSPAPER ALMOST AS MUCH AS DO ADULTS, (2) THE DIFFERENCE IN NEWSPAPER READING HABITS BETWEEN FLORIDA AND NON-FLORIDA STUDENTS AND BETWEEN JOURNALISM AND NON-JOURNALISM STUDENTS IS INSIGNIFICANT, (3) THERE IS LITTLE EVIDENCE THAT SCHOOLS ARE STIMULATING STUDENTS TO BECOME DISCERNING AND DISCRIMINATING USERS OF NEWSPAPERS, AND (4) THE RECOGNITION OF THE IMPORTANCE OF MASS MEDIA AND THE DEVELOPMENT OF TEACHERS BETTER TRAINED IN MEDIA INSTRUCTION ARE NECESSARY. (THE BULK OF THIS REPORT CONSISTS OF 96 TABLES OF FINDINGS.) (JM)

INSTITUTION NAME: QUILL AND SCROLL FOUNDATION, IOWA CITY, IOWA.

ACCESSION NUMBER: ED033606

CLEARINGHOUSE ACCESSION NUMBER: EM007541

PUBLICATION DATE: JUN 69

TITLE: FUTURE OPPORTUNITIES FOR TELEVISION. PART I. PRESIDENT'S TASK FORCE ON COMMUNICATIONS POLICY. STAFF PAPER SIX.

PERSONAL AUTHOR: ROSTOW, EUGENE V.

DESCRIPTOR: ADMINISTRATION; ADMINISTRATIVE AGENCIES; AGENCIES; AGENCY ROLE; BROADCAST INDUSTRY; *BROADCAST TELEVISION; COMMERCIAL TELEVISION; *COMMUNICATIONS; EDUCATIONAL TELEVISION; *FEDERAL GOVERNMENT; GOVERNMENT ROLE; MASS MEDIA; POLICY FORMATION; PUBLIC POLICY; *TELEVISION

IDENTIFIER: UHF; ULTRA HIGH FREQUENCY; VERY HIGH FREQUENCY; VHF

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 257P.

ISSUE: RIEMAR70

ABSTRACT: A STAFF PAPER TO THE PRESIDENT'S TASK FORCE ON COMMUNICATIONS POLICY EXAMINES THE FUTURE OF BROADCAST TELEVISION. THE CENTRAL QUESTION IN FORMULATING BROADCAST POLICY IS HOW TO MESH TRADITIONAL POLICIES WITH NEW TECHNOLOGY TO EXPLOIT FULLY THE POTENTIAL VALUE OF TELEVISION. TWO AREAS ARE STRESSED--THE BASIC STRUCTURE OF TV BROADCASTING IN THE LIGHT OF THE OBJECTIVES OF BROADCAST POLICY, AND THE ROLE OF THE EXECUTIVE BRANCH IN BROADCASTING. THE PAPER CONCLUDES THAT A MULTICHANNEL SYSTEM IS MOST DESIRABLE TO PROMOTE INCREASED VARIETY IN TV, AND THAT A REGULATED, PRIVATE CABLE TELEVISION NETWORK IS THE BEST WAY TO OBTAIN SUCH VARIETY. RESTRAINING CABLE EXPANSION UNTIL THE PROSPECTS FOR UHF GROWTH BECOME MORE CERTAIN IS LIKELY TO DAMAGE LATER CABLE DEVELOPMENT. ADEQUATE OVER-THE-AIR TRANSMISSION SHOULD BE MAINTAINED AND OTHER BROADCAST FORMS, INCLUDING SATELLITE AND PAY-TV SHOULD BE INVESTIGATED. TO ENHANCE THE SOCIAL USE OF TV, THE VARIOUS AGENCIES OF THE EXECUTIVE BRANCH SHOULD MORE ACTIVELY REPRESENT THE PUBLIC INTEREST BEFORE THE FCC, DEVELOPING MORE EDUCATIONAL AND SOCIAL BROADCASTING. (BB)

REPORT NUMBER: PB-184-419

AVAILABILITY: : CLEARINGHOUSE FOR FEDERAL SCIENTIFIC AND TECHNICAL INFORMATION, SPRINGFIELD, VA. 22151 (PB-184-419, MF $.65, HC $3.00)

INSTITUTION NAME: PRESIDENT'S TASK FORCE ON COMMUNICATIONS POLICY, WASHINGTON, D.C.

ACCESSION NUMBER: ED029873

CLEARINGHOUSE ACCESSION NUMBER: TE001397

PUBLICATION DATE: 69

TITLE: MAGAZINES RECOMMENDED FOR USE WITH CHILDREN, GRADES K-12: A COMPARATIVE SURVEY OF SIX BASIC LISTS COMPILED BY LIBRARIANS AND EDUCATORS. SECOND EDITION.

PERSONAL AUTHOR: WRIGHT, SYLVIA HART

DESCRIPTOR: ANNOTATED BIBLIOGRAPHIES; *BIBLIOGRAPHIES; *ELEMENTARY EDUCATION; ENGLISH INSTRUCTION; MASS MEDIA; *PERIODICALS; PUBLICATIONS; READING MATERIALS; *SECONDARY EDUCATION; *SUPPLEMENTARY READING MATERIALS

EDRS PRICE: EDRS PRICE MF-$0.25 HC NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 13P.

ISSUE: RIEOCT69

ABSTRACT: B THIS ANNOTATED LIST OF PERIODICALS, DERIVED FROM SIX BASIC PERIODICAL REFERENCE WORKS INCLUDING "THE READER'S GUIDE TO PERIODICAL LITERATURE" AND THE "BASIC BOOK COLLECTION FOR ELEMENTARY GRADES," WAS COMPILED FOR USE WITH ELEMENTARY, JUNIOR HIGH, AND HIGH SCHOOL STUDENTS. EACH NOTATION INDICATES THE FREQUENCY OF PUBLICATION, THE CURRENT PRICE, THE RECOMMENDED AGE LEVEL, AND THE PROFESSIONAL LISTS FROM WHICH IT HAS BEEN CITED. (MP)

AVAILABILITY: FRANKLIN SQUARE-MAYFAIR SUBSCRIPTION AGENCY, 545 CEDAR LANE, TEANECK, NEW JERSEY 07666 (FREE).

ACCESSION NUMBER: ED029022

CLEARINGHOUSE ACCESSION NUMBER: TE001351

PUBLICATION DATE: 65

TITLE: FILM STUDY COURSE, TENTH GRADE.

PERSONAL AUTHOR: ZIEGLER, FRED H.; SCHULZ, H. JAMES

DESCRIPTOR: *CURRICULUM GUIDES; *ENGLISH INSTRUCTION; *FILMS; *FILM STUDY; GRADE 10; MASS MEDIA; PHOTOGRAPHY; SECONDARY EDUCATION; TEACHING METHODS; TEACHING PROCEDURES

IDENTIFIER: DAVID AND LISA; LORD OF THE FLIES

EDRS PRICE: EDRS PRICE MF-$0.25 HC-$0.45

DESCRIPTIVE NOTE: 7P.

ISSUE: RIESEP69

ABSTRACT: Y PART OF A LANGUAGE ARTS PROGRAM DEVELOPED UNDER AN ESEA TITLE 3 GRANT, THIS CURRICULUM GUIDE FOR FILM STUDY IN THE 10TH GRADE IS INTENDED TO HELP STUDENTS (1) VIEW FILMS MORE CRITICALLY, (2) UNDERSTAND THE PROCEDURES OF FILM MAKING, AND (3) APPRECIATE THE FILM AS A WORK OF ART. NINE FILMS ARE RECOMMENDED FOR VIEWING, AND SAMPLE LESSONS, INCLUDING OBJECTIVES AND PROCEDURES, ARE GIVEN FOR "LORD OF THE FLIES" AND "DAVID AND LISA." TEACHING PROCEDURES SUGGESTED FOR THESE FILMS RANGE FROM HAVING THE STUDENTS READ AND WRITE REVIEWS OF THE FILMS TO THEIR WORKING WITH "VISUAL MOTIFS," OR SINGLE PHOTOGRAPHS WHICH CREATE AN EMOTION OR PROJECT A FEELING WITHIN THE AUDIENCE. (JS)

INSTITUTION NAME: BOSTON-NORTHAMPTON SCHOOL DISTRICT, MASS.

SPONSORING AGENCY NAME: OFFICE OF EDUCATION (DHEW), WASHINGTON, D.C.

ACCESSION NUMBER: ED027307

CLEARINGHOUSE ACCESSION NUMBER: TE001239

PUBLICATION DATE: JAN 69

TITLE: AN INTEGRATED APPROACH TO THE TEACHING OF FILM AND LITERATURE.

PERSONAL AUTHOR: KATZ, JOHN STUART

DESCRIPTOR: H *COMMUNICATION (THOUGHT TRANSFER); *ENGLISH INSTRUCTION; FILM PRODUCTION; FILMS; *FILM STUDY; *INTEGRATED ACTIVITIES; *LITERATURE; LITERATURE PROGRAMS; MASS MEDIA; PLAYWRITING; TEACHING TECHNIQUES

EDRS PRICE: EDRS PRICE MF-$0.25 HC-$0.40

DESCRIPTIVE NOTE: 6P.

ISSUE: RIEJUL69

ABSTRACT: SOME OF THE CURRENT APPROACHES TO THE TEACHING OF FILM INCLUDE UTILIZING THE MEDIUM AS AN AUDIO-VISUAL AID, AS AN ATTEMPT TO INUNDATE THE STUDENT WITH SENSATIONS, OR IN A STUDY OF CINEMA ARTS AND FILM MANUFACTURE. HOWEVER, THE INTEGRATION OF FILM AND LITERATURE, IN WHICH STUDENTS CAN SEE HOW EACH MEDIUM FUNCTIONS, SEEMS MOST VIABLE. FILMS AND LITERATURE ARE SIMILAR IN THAT THEY BOTH ARE PART OF THE HUMANITIES, BOTH ARE ORIENTED TOWARD CONTENT, AND BOTH OFFER ENTERTAINMENT; THE TWO MEDIA DIFFER IN THAT FILMS DEAL WITH ACTION WHEREAS LITERATURE EMPHASIZES THOUGHT AND ABSTRACTION, AND ALSO IN THAT FILM CONVEYS TIME BY THE MANIPULATION OF SPACE WHILE LITERATURE CONVEYS IT BY THE USE OF TENSE. THE COMPLEMENTARY ASPECTS OF LITERATURE AND FILM CAN BEST BE ILLUSTRATED BY A THEMATIC APPROACH--E.G., A STUDY OF MAN'S INTERACTION WITH MACHINES, IN WHICH WORKS OF FILM AND LITERATURE CONSIDER MAN IN THE ABSENCE OF MACHINES AND IN POSITIVE OR NEGATIVE RELATIONSHIPS WITH MACHINES. SUCH A THEMATIC APPROACH (PERHAPS COMBINED WITH EXPERIENCE IN ACTUALLY MAKING FILSM) HELPS STUDENTS TO BETTER UNDERSTAND THE PROBLEMS AND LIMITATIONS OF BOTH FILM AND LITERATURE. (LH)

JOURNAL CITATION: _ THE ENGLISH QUARTERLY, A PUBLICATION OF THE CANADIAN COUNCIL OF TEACHERS OF ENGLISH; V2 N1 P25-9 JAN 1969

ACCESSION NUMBER: ED025701

CLEARINGHOUSE ACCESSION NUMBER: AC003500

PUBLICATION DATE: 68

TITLE: * MANAGERIAL AND SUPERVISORY EDUCATIONAL NEEDS IN BUSINESS AND INDUSTRY IN PENNSYLVANIA .

DESCRIPTOR: *ADMINISTRATIVE PERSONNEL; BANKING; *BUSINESS; CONSTRUCTION INDUSTRY; *EDUCATIONAL NEEDS; *INDUSTRY; INSURANCE OCCUPATIONS; MANUFACTURING INDUSTRY; RESEARCH PROJECTS; TELEPHONE COMMUNICATIONS INDUSTRY; TRANSPORTATION

IDENTIFIER: *PENNSYLVANIA

EDRS PRICE: EDRS PRICE MF-$2.75 HC-$35.10

DESCRIPTIVE NOTE: 704P.

ISSUE: RIEJUN69

ABSTRACT: THIS DOCUMENT PRESENTS SELF-PERCEIVED NEEDS OF MANAGERS AND FIRST LINE SUPERVISORS IN THE FOLLOWING PENNSYLVANIA INDUSTRIES: CHEMICAL, RUBBER, AND PLASTIC PRODUCTS; BANKING; APPAREL, TEXTILE, AND LEATHER; CONSTRUCTION; DEPARTMENT STORES; ELECTRICAL MACHINERY; FABRICATED METAL PRODUCTS; INSURANCE; MACHINERY (EXCEPT ELECTRICAL); TRANSPORTATION EQUIPMENT; GAS AND ELECTRICAL UTILITIES; PETROLEUM REFINING; PRIMARY METALS; PROFESSIONAL, SCIENTIFIC, AND CONTROLLING INSTRUMENTS; RAILROADS; STONE, CLAY, AND GLASS PRODUCTS; TELEPHONE AND TELEGRAPH; AND TRANSPORTATION. RECOMMENDATIONS BASED ON THE INFORMATION OBTAINED THROUGH QUESTIONNAIRES ARE OFFERED TO THE UNIVERSITY, BUSINESS AND INDUSTRY, INDIVIDUAL MANAGERS AND SUPERVISORS, AND PROFESSIONAL ASSOCIATIONS. (NL)

REPORT NUMBER: M-63-M-81

INSTITUTION NAME: PENNSYLVANIA STATE UNIV., UNIVERSITY PARK. CONTINUING EDUCATION.

ACCESSION NUMBER: ED025504

CLEARINGHOUSE ACCESSION NUMBER: TE000896

PUBLICATION DATE: FEB 67

TITLE: MEDIA-MIX RECIPE FOR "CRY, THE BELOVED COUNTRY".

PERSONAL AUTHOR: PIPP, LOREN

DESCRIPTOR: V AUDIOVISUAL AIDS; *ENGLISH INSTRUCTION; GROUP DISCUSSION; INSTRUCTIONAL AIDS; *MASS MEDIA; NON WESTERN CIVILIZATION; *NOVELS; RESOURCE MATERIALS; SECONDARY EDUCATION; STUDENT MOTIVATION; TEACHING METHODS; *TEACHING TECHNIQUES

IDENTIFIER: *CRY THE BELOVED COUNTRY

EDRS PRICE: EDRS PRICE MF-$0.25 HC-$0.35

DESCRIPTIVE NOTE: 5P.

ISSUE: RIEMAY69

ABSTRACT: ; IN TEACHING ALAN PATON"S "CRY, THE BELOVED COUNTRY," A HIGH SCHOOL ENGLISH TEACHER MADE EXTENSIVE USE OF MASS MEDIA IN CLASSES OF BOTH BRIGHT AND RELUCTANT STUDENTS. ORAL REPORTS BY STUDENTS, AN IN-CLASS INTERVIEW WITH A SOUTH AFRICAN EXCHANGE STUDENT, TWO FILMS ON SOUTH AFRICA, AND THE RECORD AND FILM OF THE NOVEL ENHANCED THE STUDENTS' UNDERSTANDING AND INTEREST IN READING THE NOVEL. MOREOVER, A SYMPOSIUM-TYPE DISCUSSION BASED ON THE ESSAY, "ALAN PATON REPORTS ON SOUTH AFRICA," REQUIRED THE STUDENTS TO CAREFULLY EXAMINE THE NOVEL IN ORDER TO QUALIFY OR REFUTE IDEAS PRESENTED IN THE ESSAY. (SW)

JOURNAL CITATION: THE TEACHERS GUIDE TO MEDIA & METHODS; V3 N6 P14-7 FEB 1967

ACCESSION NUMBER: ED023669

CLEARINGHOUSE ACCESSION NUMBER: TE000369

PUBLICATION DATE: 52

TITLE: THE ENGLISH LANGUAGE ARTS. NCTE CURRICULUM SERIES, VOLUME ONE.

DESCRIPTOR: COLLEGE INSTRUCTION; *CURRICULUM DEVELOPMENT; *CURRICULUM EVALUATION; *CURRICULUM PROBLEMS; ELEMENTARY EDUCATION; ENGLISH CURRICULUM; ENGLISH INSTRUCTION; *ENGLISH PROGRAMS; GRAMMAR; *LANGUAGE ARTS; LIBRARIES; LINGUISTICS; LISTENING; LITERATURE; MASS MEDIA; PRESCHOOL PROGRAMS; READING; SECONDARY EDUCATION; SEMANTICS; SPEECH; WRITING

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 501P.; PUBLISHED BY APPLETON-CENTURY-CROFTS, INC., NEW YORK.

ISSUE: RIEMAR69

ABSTRACT: U THIS BOOK CONTAINS PRINCIPLES FOR THE ORGANIZATION AND DEVELOPMENT OF CURRICULUMS IN LANGUAGE ARTS. FOLLOWING THE ESTABLISHMENT OF THE PRINCIPLE THAT LANGUAGE POWER IS INTEGRAL TO A CHILD'S GROWTH AND MUST BE DEVELOPED IN THE SOCIAL SITUATION IN WHICH IT IS USED, ILLUSTRATIVE PROGRAMS AND PROBLEMS FACED BY CURRICULUM PLANNERS ARE DISCUSSED BY LEVEL (PRESCHOOL, ELEMENTARY, SECONDARY, AND COLLEGE) AND BY SKILL OR SUBJECT MATTER (GRAMMAR, LINGUISTICS, SPEECH, WRITING, LISTENING, LITERATURE, READING, SEMANTICS, MASS COMMUNICATIONS.) THE IMPORTANCE OF ENGLISH IN THE TOTAL SCHOOL PROGRAM, THE NEED TO MEET THE CHALLENGE PRESENTED BY INDIVIDUAL DIFFERENCES AMONG STUDENTS, AND METHODS OF EVALUATING INSTRUCTION ARE ALSO CONSIDERED. (JS)

AVAILABILITY: K NATIONAL COUNCIL OF TEACHERS OF ENGLISH, 508 SOUTH SIXTH STREET, CHAMPAIGN, ILLINOIS 61820 (STOCK NO. 01900; $6.00 NONMEMBERS, $5.25 MEMBERS).

INSTITUTION NAME: NATIONAL COUNCIL OF TEACHERS OF ENGLISH, CHAMPAIGN, ILL. COMMISSION ON THE ENGLISH CURRICULUM.

ACCESSION NUMBER: ED022743

CLEARINGHOUSE ACCESSION NUMBER: TE000433

PUBLICATION DATE: SEP 67

TITLE: "THE 400 BLOWS."

PERSONAL AUTHOR: MCLAUGHLIN, FRANK

DESCRIPTOR: ADOLESCENCE; AUDIOVISUAL AIDS; DRAMA; *ENGLISH INSTRUCTION; *FILMS; *MASS MEDIA; PHOTOGRAPHY; *SECONDARY EDUCATION; *TEACHING METHODS; URBAN ENVIRONMENT

IDENTIFIER: FRANCOIS TRUFFAUT; *THE 400 BLOWS

EDRS PRICE: EDRS PRICE MF-$0.25 HC-$0.20

DESCRIPTIVE NOTE: 3P.

ISSUE: RIEFEB69

ABSTRACT: FRANCOIS TRUFFAUT'S FILM CLASSIC, "THE 400 BLOWS," CAN PROVIDE ARTISTIC MATERIAL FOR ENGLISH TEACHERS WHO WISH TO DESIGN A UNIT ON THE INDIVIDUAL AND SOCIETY, ON ALIENATION, OR ON GROWING UP. IN THE FILM, A POWERFUL IMAGE OF THE TERRIFYING ISOLATION THAT THE ADOLESCENT, DOINEL, EXPERIENCES IS PRESENTED THROUGH REPEATED CAMERA SHOTS OF SYMBOLIC BARRIERS IN HIS ENVIRONMENT--HIS CRAMPED AND CLUTTERED APARTMENT-HOME, THE DRAB DECAY AND GLOOM OF THE INNER CITY, THE SELFISH PREOCCUPATION OF HIS TEACHER AND PARENTS, AND, FINALLY, THE IMMENSE AND IMPERSONAL OCEAN. TO HELP STUDENTS UNDERSTAND THIS FILM AS ART, SUCH QUESTIONS CAN BE DISCUSSED AS--(1) HOW NATURAL BACKGROUND-EFFECTS, CAMERA ANGLES, AND FILM SEQUENCES ESTABLISH THE SENSE OF DOINEL'S ENVIRONMENT, (2) HOW IMAGES AND SYMBOLS HEIGHTEN THE EFFECT OF THE BOY'S COMPLETE ISOLATION, AND (3) HOW THE BOY'S WORLD IS BROUGHT INTO SHARP CONFLICT WITH THE ADULT WORLD. (JB)

JOURNAL CITATION: THE TEACHERS GUIDE TO MEDIA AND METHODS; V4 N1 P30-1 SEP 1967

ACCESSION NUMBER: ED021858

CLEARINGHOUSE ACCESSION NUMBER: TE000799

PUBLICATION DATE: 68

TITLE: A FRAMEWORK FOR A STRAND CURRICULUM: GRADES K-12. ENGLISH LANGUAGE ARTS CURRICULUM SERIES, PAMPHLET 1.

PERSONAL AUTHOR: BURGE, GEORGIA, ED.

DESCRIPTOR: *CURRICULUM GUIDES; *EDUCATIONAL OBJECTIVES; ELECTIVE SUBJECTS; ELEMENTARY EDUCATION; *ENGLISH INSTRUCTION; INTEGRATED CURRICULUM; LANGUAGE; *LANGUAGE ARTS; LISTENING; LITERATURE; MASS MEDIA; READING; SECONDARY EDUCATION; SPEAKING; THOUGHT PROCESSES; WRITING

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 32P.

ISSUE: RIEJAN69

ABSTRACT: Q THE ENGLISH LANGUAGE ARTS "STRAND CURRICULUM" OF THE IOWA DEPARTMENT OF PUBLIC INSTRUCTION DEPICTS A "FRAMEWORK" FOR A K-12 PROGRAM AND ENCOURAGES TEACHERS TO BE CONCERNED WITH THREE MAJOR DIMENSIONS OF LEARNING--CONCEPTS, ATTITUDES, AND SKILLS. "OPTIMUM GOALS" AND "BASIC CONSIDERATIONS" ARE OUTLINED FOR EACH "SKILL STRAND" AND FOR EACH "CONTENT STRAND". THE "SKILL STRANDS" ARE: LISTENING, SPEAKING, READING, WRITING, STUDYING, AND THINKING. THE "CONTENT STRANDS" ARE: LITERATURE--FORM, GENRE, AND MOOD; LITERATURE--DEPTH READING; LITERATURE--GUIDED INDIVIDUALIZED READING; EXPERIENCE OR IDEA-CENTERED UNITS; MASS MEDIA; LANGUAGE USAGE AND DIALECTS; THE GRAMMATICAL SYSTEM; SEMANTICS; AND HISTORY AND DEVELOPMENT OF LANGUAGE. TWO LARGE CHARTS INDICATE THE DESIRED ATTAINMENTS FOR EACH SKILL, THE KNOWLEDGE TO BE EMPHASIZED IN EACH "CONTENT STRAND," AND THE THOUGHT PROCESSES TO BE DEVELOPED AT EACH EDUCATIONAL LEVEL. ELECTIVE COURSES ARE RECOMMENDED FOR GRADES 11 AND 12. (JS)

AVAILABILITY: PUBLICATIONS SECTION, DEPARTMENT OF PUBLIC INSTRUCTION, STATE OFFICE BUILDING, DES MOINES, IOWA 50319 ($0.50).

INSTITUTION NAME: IOWA STATE DEPT. OF PUBLIC INSTRUCTION, DES MOINES.

ACCESSION NUMBER: ED021855

CLEARINGHOUSE ACCESSION NUMBER: TE000794

PUBLICATION DATE: 68

TITLE: LANGUAGE ARTS CURRICULUM GUIDE: GRADES 7-12. SECOND EDITION.

DESCRIPTOR: COMPOSITION (LITERARY); COMPOSITION SKILLS (LITERARY); *CURRICULUM GUIDES; *ENGLISH INSTRUCTION; LANGUAGE; *LANGUAGE ARTS; LIBRARY INSTRUCTION; LISTENING SKILLS; LITERARY ANALYSIS; MASS MEDIA; READING SKILLS; *SECONDARY EDUCATION; SEQUENTIAL PROGRAMS; SPEAKING; SPEAKING ACTIVITIES; STUDY SKILLS; TEACHING GUIDES

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

DESCRIPTIVE NOTE: 673P.

ISSUE: RIEJAN69

ABSTRACT: THIS CURRICULUM GUIDE FOR GRADES 7-12 DIVIDES THE LANGUAGE ARTS INTO FIVE AREAS: (1) LANGUAGE; (2) LITERATURE; (3) SKILLS INVOLVED IN READING, IN STUDYING, AND IN USING THE LIBRARY; (4) SPEAKING, LISTENING, AND MASS MEDIA; AND (5) WRITTEN COMPOSITION. AN INTRODUCTORY SECTION DISCUSSES THE RATIONALE BEHIND THE TOTAL PLAN, OFFERS "PERSPECTIVES" ON EACH OF THE FIVE AREAS, ILLUSTRATES PROCEDURES FOR INTEGRATING THE LANGUAGE ARTS, AND PRESENTS SEQUENCE CHARTS INDICATING WHAT IS COVERED EACH YEAR. MATERIAL FOR THE INDIVIDUAL GRADE CURRICULUMS IS SUBDIVIDED INTO THE FIVE LANGUAGE ARTS AREAS AND INCLUDES SAMPLE LESSON PLANS; TEACHING UNITS; POSSIBILITIES FOR ALTERNATE AND SUPPLEMENTARY EXPERIENCES; LISTS OF AUDIOVISUAL MATERIALS; AND SUGGESTIONS FOR SUPPLEMENTARY LITERARY SELECTIONS, REFERENCES FOR STUDENTS AND TEACHERS, AND WAYS TO INTEGRATE THE LANGUAGE ARTS AREAS. (LH)

AVAILABILITY: D LILLIAN B. FORD, DISTRICT CHM. FOR LANGUAGE ARTS, RICHFIELD PUBLIC SCHOOLS, 70TH AND HARRIET AVE., RICHFIELD, MINNESOTA ($5.00).

INSTITUTION NAME: RICHFIELD PUBLIC SCHOOLS, MINN.

ACCESSION NUMBER: ED019852

CLEARINGHOUSE ACCESSION NUMBER: EM000238

PUBLICATION DATE: 66

TITLE: NAEB HISTORY, VOLUME 2, 1954 TO 1965.

PERSONAL AUTHOR: ALFORD, W. WAYNE

DESCRIPTOR: *BROADCAST INDUSTRY; BROADCAST TELEVISION; COMMUNITY ANTENNAS; *EDUCATIONAL HISTORY; *EDUCATIONAL LEGISLATION; *EDUCATIONAL TELEVISION; FEDERAL AID; FEDERAL LEGISLATION; PROFESSIONAL ASSOCIATIONS; TELEVISED INSTRUCTION

IDENTIFIER: AERT; FAE; FCC; HARRY SKORNIA; IERT; JCET; USIA; WILLIAM HARLEY

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

ISSUE: CUMREPT

ABSTRACT: FROM ITS INCEPTION IN 1932, EDUCATIONAL TELEVISION HAS COMPETED WITH COMMERICAL BROADCASTING AND GAINED ATTENTION IN THE GENERAL AREAS OF CHANNEL ALLOCATION, FINANCIAL SUPPORT, AND PUBLIC RECOGNITION. BETWEEN 1954 AND 1957, EDUCATIONAL TELEVISION FOUGHT HARD TO EXPAND AND EARN RESPECT, WHICH GREW WITH THE WINNING OF A FIGHT TO PRESERVE EDUCATIONAL CHANNELS, A GRANT FROM THE FORD FOUNDATION, AND ACCEPTANCE BY EDUCATORS OF EDUCATIONAL TELEVISION. AFTER SPUTNIK IN 1957, CONGRESS PASSED THE NATIONAL DEFENSE EDUCATION ACT, WHICH PROVIDED FOR THE EXPLORATION OF NEW AVENUES TOWARD IMPROVED EDUCATION. IT WAS NOT UNTIL 1962, AFTER A SIX-YEAR EFFORT BY THE NAEB AND FRIENDS, HOWEVER, THAT CONGRESS AWARDED A DIRECT GRANT OF $32 MILLION FOR THE CONSTRUCTION OF EDUCATIONAL TELEVISION FACILITIES. IN 1963, THE NAEB WAS REORGANIZED TO INSURE ITS FUTURE EFFECTIVENESS. IN 1964, IT CONTINUED TO FIGHT TO LIBERALIZE COPYRIGHT LAWS FOR NONPROFIT EDUCATORS, TO EXTEND GOVERNMENT SUPPORT FOR EDUCATIONAL TELEVISION, AND TO PASS THE ALL-CHANNEL RECEIVER LAW. BY JANUARY 1, 1965, CONGRESS HAD APPROPRIATED $21 MILLION OF THE APPROVED $32 MILLION. APPENDICES INCLUDE REFERENCES, A KEY TO ACRONYMS OF ETV ORGANIZATIONS, A ROSTER OF NAEB OFFICERS AND DIRECTORS, AND A LIST OF NAEB NATIONAL CONVENTIONS. THIS DOCUMENT WAS PUBLISHED BY THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, WASHINGTON, D.C. (RS)

INSTITUTION NAME: NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS, WASHINGTON, D.C.

ACCESSION NUMBER: ED019255

CLEARINGHOUSE ACCESSION NUMBER: TE000038

PUBLICATION DATE: 65

TITLE: TEACHER'S GUIDE TO HIGH SCHOOL JOURNALISM.

PERSONAL AUTHOR: JENKINSON, EDWARD B., ED.

DESCRIPTOR: *CURRICULUM GUIDES; *ENGLISH INSTRUCTION; *HIGH SCHOOL STUDENTS; *JOURNALISM; *MASS MEDIA; NEWS MEDIA; NEWSPAPERS; PROPAGANDA; PUBLICATIONS; PUBLIC OPINION; SCHOOL NEWSPAPERS; SCHOOL PUBLICATIONS; TEACHING GUIDES; WRITING

EDRS PRICE: DOCUMENT NOT AVAILABLE FROM EDRS.

ISSUE: CUMREPT

ABSTRACT: IN AN EFFORT TO TRAIN HIGH SCHOOL STUDENTS TO BECOME INTELLIGENT READERS, LISTENERS, AND VIEWERS OF MASS MEDIA, THE INDIANA STATE DEPARTMENT OF PUBLIC INSTRUCTION PUBLISHED A GUIDE FOR TEACHERS OF JOURNALISM. PART I ESTABLISHES GUIDELINES FOR A FIRST SEMESTER COURSE IN JOURNALISM AND CONTAINS CHAPTERS ON (1) EXPLORING MASS MEDIA, A DISCUSSION OF THE TYPES OF MEDIA, THE MANY ASPECTS OF FREEDOM OF THE PRESS, AND ADVERTISING AND ITS PLACE WITHIN MASS MEDIA, (2) NEWSWRITING, (3) THE FEATURE STORY, (4) EDITORIALS AND OTHER OPINION MATTER, (5) ADVERTISING IN SCHOOL PUBLICATIONS, AND (6) COPYREADING, HEADLINE WRITING, AND PROOFREADING. CHAPTERS INCLUDE BIBLIOGRAPHIES FOR TEACHERS AND SUGGESTIONS FOR RELATED STUDENT ACTIVITIES AND PROJECTS. PART II, A HANDBOOK FOR ADVISORS OF SCHOOL PUBLICATIONS, CONTAINS SECTIONS ON (1) PRODUCING THE HIGH SCHOOL NEWSPAPER, (2) PRODUCING THE MIMEOGRAPHED NEWSPAPER, (3) PRODUCING THE YEARBOOK, (4) FINANCING SCHOOL PUBLICATIONS, (5) OPERATING THE SCHOOL NEWS BUREAU, AND (6) OPPORTUNITIES IN THE MASS MEDIA. THIS GUIDE IS AVAILABLE FROM NCTE, 508 SOUTH SIXTH ST., CHAMPAIGN, ILL. 61820 (ORDER NO. 48503, $1.50), AND THE INDIANA HIGH SCHOOL PRESS ASSN., FRANKLIN COLLEGE, FRANKLIN, IND. 46131 ($2.00). (DL)

REPORT NUMBER: BULL-502

INSTITUTION NAME: INDIANA STATE DEPT. OF PUBLIC INSTRUCTION, INDIANAPOLIS.

ACCESSION NUMBER: EC015257

CLEARINGHOUSE ACCESSION NUMBER: VT002745

PUBLICATION DATE: NOV66

TITLE: TECHNOLOGY AND MANPOWER IN THE TELEPHONE INDUSTRY, 1965-75.

PERSONAL AUTHOR: LUSKIN, SHELDON H. ; AND OTHERS

DESCRIPTOR: CLERICAL OCCUPATIONS; EMPLOYMENT OPPORTUNITIES; EMPLOYMENT PATTERNS; *EMPLOYMENT PROJECTIONS; EMPLOYMENT STATISTICS; EMPLOYMENT TRENDS; MANPOWER UTILIZATION; PERSONNEL; SEMISKILLED OCCUPATIONS; SKILLED OCCUPATIONS; SOCIOECONOMIC INFLUENCES; TECHNICAL OCCUPATIONS; *TECHNOLOGICAL ALVANCEMENT; *TELEPHONE COMMUNICATIONS INDUSTRY

EDRS PRICE: EDRS PRICE MF-$0.50 HC-$2.48

DESCRIPTIVE NOTE: 60P.

ISSUE: CUMREPT

ABSTRACT: 5 ELECTRONIC SOLID STATE SWITCHING SYSTEMS, COMMUNICATIONS SATELLITES, SEMIAUTOMATIC INFORMATION SERVICES, AUTOMATIC INTERCEPTING AND DATA PROCESSING, AND DEDICATED PLANT, THE PERMANENT ASSIGNMENT OF LINES FROM A CENTRAL OFFICE TO EACH ACTUAL AND POTENTIAL SUBSCRIBER, ARE SOME OF THE TECHNOLOGICAL INNOVATIONS WHICH WILL BRING SIGNIFICANT MANPOWER CHANGES IN THE TELEPHONE INDUSTRY DURING THE 1965-75 PERIOD. THESE CHANGES WILL EVOLVE SLOWLY AND WILL PRESENT NO SERIOUS MANPOWER ADJUSTMENT PROBLEM. EMPLOYMENT IN THE INDUSTRY WILL RISE DURING THE 1965-75 PERIOD, ALTHOUGH NOT SO RAPIDLY AS IN THE 1964-65 PERIOD. THIS GROWTH WILL NOT BE SUFFICIENT TO MATCH INCREASES IN THE NUMBER OF PERSONS SEEKING EMPLOYMENT, ESPECIALLY THE YOUNGER AND LESS EDUCATED WORKERS. THE PERCENTAGE OF WOMEN EMPLOYED BY THE INDUSTRY WILL BE SUBSTANTIALLY UNCHANGED DURING THIS PERIOD ALTHOUGH THE NUMBER EMPLOYED WILL RISE FROM 395,000 TO 444,000. LAYOFFS ARE NOT EXPECTED TO BE SIGNIFICANT SINCE REDUCTIONS IN FORCE ARE HANDLED PRIMARILY BY ATTRITION AND REASSIGNMENT. THE SKILL REQUIREMENTS OF THE INDUSTRY WILL GENERALLY BE HIGHER IN THE FUTURE AS THE INDUSTRY WILL CONTINUE TO REQUIRE LARGE NUMBERS OF TRAINED PERSONS. GRADUATES OF 2-YEAR TECHNICAL INSTITUTE PROGRAMS WITH A SPECIALTY IN ELECTRONICS ARE LIKELY TO BE IN PARTICULAR DEMAND. THE OCCUPATIONAL STRUCTURE OF THE INDUSTRY WILL CHANGE SLIGHTLY BY 1975 WITH THE NUMBER OF TELEPHONE OPERATORS AND CLERICAL WORKERS DECLINING SOMEWHAT IN PROPORTION TO TOTAL EMPLOYMENT, WHILE THE NUMBER OF PROFESSIONAL AND SEMIPROFESSIONAL WORKERS WILL GROW SUBSTANTIALLY. THESE PROJECTIONS WERE BASED ON THE ASSUMPTION THAT THE 1975 GROSS NATIONAL PRODUCT WILL INCREASE BY ABOUT 60 PERCENT OVER THE 1965 LEVELS AND THAT PERSONAL CONSUMPTION EXPENDITURES WILL INCREASE BY ABOUT THE SAME AMOUNT. COPIES OF THIS DOCUMENT ARE AVAILABLE FROM MANPOWER ADMINISTRATION, OFFICE OF MANPOWER POLICY, EVALUATION, AND RESEARCH, U.S. DEPARTMENT OF LABOR, 14TH STREET AND CONSTITUTION AVENUE, N.W., WASHINGTON, D.C. 20210. (HC)

REPORT NUMBER: MANPOWER-RES-BULL-13

INSTITUTION NAME: | OFFICE OF MANPOWER POLICY, EVALUATION, AND RESEARCH (DOL), WASHINGTON, D.C.

ACCESSION NUMBER: ED002238

TITLE: ; MIDWEST PROGRAM ON AIRBORNE TELEVISION INSTRUCTION -- A REGIONAL EXPLORATION IN EDUCATION.

PERSONAL AUTHOR: IVEY, JOHN E. ; AND OTHERS

DESCRIPTOR: D *AIRBORNE TELEVISION; *CURRICULUM DEVELOPMENT; *EDUCATIONAL TELEVISION; *INSTRUCTIONAL TECHNOLOGY; MASS MEDIA; PROGRAM COSTS; *TELEVISED INSTRUCTION; TELEVISION CURRICULUM; TELEVISION TEACHERS

IDENTIFIER: EDUCATIONAL FACILITIES; INDIANA; LAFAYETTE; MPATI

EDRS PRICE: EDRS PRICE MF-$0.09 HC-$1.32

DESCRIPTIVE NOTE: 28P.

ISSUE: OH6667

ABSTRACT: ; STARTING IN FEBRUARY 1961, THE MIDWEST PROGRAM ON AIRBORNE TELEVISION INSTRUCTION (MPATI) TRANSMITTED COURSES IN FOREIGN LANGUAGES, SCIENCE, ARITHMETIC, ART, THE HUMANITIES, MUSIC, SOCIAL STUDIES, AND INTERNATIONAL RELATIONS TO 18 SCHOOLS IN THE MIDWEST. THE AIRBORNE TELECAST OPERATED OVER NORTH CENTRAL INDIANA AND TRANSMITTED COURSES OVER AN AREA 150 TO 200 MILES IN RADIUS ENCOMPASSING PARTS OF THE SIX STATES OF ILLINOIS, INDIANA, KENTUCKY, MICHIGAN, OHIO, AND WISCONSIN. AREA COORDINATORS AND COMMITTEES CONSISTING OF SCHOOL AND UNIVERSITY EDUCATORS AND ADMINISTRATORS, EDUCATIONAL TELEVISION REPRESENTATIVES, AND LAY LEADERS PROVIDE LIAISON BETWEEN MPATI AND COLLEGES AND SCHOOLS PARTICIPATING IN THE PROGRAM. SELECTED TELEVISION TEACHERS PREPARE THE COURSES FOR AIRBORNE TELEVISION. THE RECORDING WORK IS COMPLETED AT DESIGNATED EDUCATIONAL TELEVISION STATIONS. A SECTION ON SPECIAL INFORMATION FOR SCHOOLS GIVES ADVICE ABOUT THE TYPE OF EQUIPMENT NECESSARY, EQUIPMENT AND ROOM COSTS, AND HOW TO PARTICIPATE IN THE PROGRAM. A ROSTER OF THE PARTICIPANTS IN THE PLANNING AND DEVELOPMENT OF MPATI IS INCLUDED.